THE 5 CHANGE BLOCKS OF DIGITAL TRANSFORMATION DIGITISATION STAFF & CUSTOMER CULTURE OF DATA & ENGAGEMENT + TECHNOLOGY INNOVATION ANALYTICS **RESISTANCE** DIGITAL MINDSET CULTURE OF DATA & & STRATEGY **ANALYTICS** INNOVATION TECHNOLOGY © lonology **RANDOM ACTS** OF DIGITAL STAFF & DIGITAL **MINDSET** CUSTOMER DATA & ENGAGEMENT + & STRATEGY + TECHNOLOGY **ANALYTICS** ©lonology 2021 **FRUSTRATION** STAFF & DIGITAL MINDSET CUSTOMER **CULTURE OF** DATA & ENGAGEMENT + + NOITAVONNI + ANALYTICS & STRATEGY **STAGNATION** STAFF & DIGITAL CUSTOMER MINDSET CULTURE OF ENGAGEMENT + TECHNOLOGY & STRATEGY INNOVATION DIGITAL TRANSFORMATION

DATA &

ANALYTICS

STAFF &

CULTURE OF

INNOVATION

TECHNOLOGY

CUSTOMER

ENGAGEMENT

DIGITAL

MINDSET

& STRATEGY