

7 lenses on the digital imperative

Different people have different perspectives on what 'digital' is and why it is important for them. What does it mean to you?

01

Changing customer behaviours

Context: Consumers (and businesses) are using technology more (Internet, mobile, social media, cloud, connected devices, etc.) and accessing vast amounts of information available to them to make their decisions.

Response: We need to reach, acquire, service and retain these customers in the way that they expect.



02

Digital channels to market

Context: Customers are using digital channels to inform and execute their buying decisions.

Response: We need to compete in these channels or we will lose market share.



03

Data a missed opportunity

Context: There is data under the noses of many businesses which can tell them how they could be doing a better job. But they don't know how to look at it.

Response: We need to know how to turn on the lights, even if we just start with the five quick wins.



04

Agility and innovation

Context: Consumers are changing quickly, and the more agile businesses are evolving their propositions quickly. Agility & innovation are now minimum requirements to compete.

Response: We need to be able to adapt at the pace of our customers and our most agile competitors.



05

Disruption

Context: Businesses could be side-swiped by a competitor or new entrant who changes the rules overnight.

Response: We need to anticipate the potential for disruption in our market, and get there first, potentially 'disrupt ourselves' by changing our business model - even if this feels very uncomfortable.



06

Emerging technology trends

Context: There are nascent and maturing technologies that could impact an organisation's market or business model.

Response: We need to think through the implications of current and accelerated rates of adoption.



07

Digital in all we do

Context: Businesses that want to compete in a digital world need to be digital through the core themselves.

Response: Our staff should be digitally literate, and familiar with the technologies our customers (and their customers) use. Our internal processes should adopt digital best practice.

