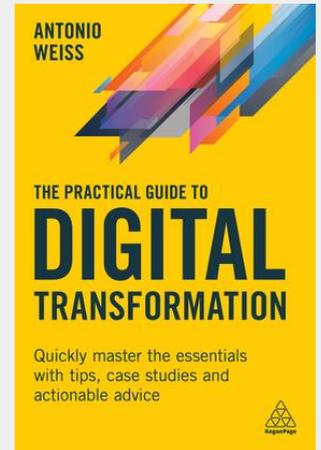


Weiss

## The Practical Guide to Digital Transformation

Quickly Master the Essentials with Tips, Case Studies and Actionable Advice

Digital transformation is a vital practice for organizations trying to keep up with competitors, but with new digital approaches constantly promising to revolutionize the workplace it can feel impossible to keep up. Cut through the hype with this accessible guide to making end-to-end digital transformation happen. While technology offers the possibility for business improvement, successful digital transformation also requires an effective strategy, the right culture, change management, the ability to stimulate innovation and the knowledge of where to upskill and where to bring in new talent. The Practical Guide to Digital Transformation covers each of these factors and more by breaking the process down to 17 easy-to-follow and practical steps. Each chapter includes a case study of an organization getting it right, along with advice on putting the principle into action, key tips and tricks, and what you might say in your next meeting. This book also outlines how to start with the foundations of 'doing digital' and build from there, including data science, cyber security, workable technology, minimised stack duplication, data registers and good user experience. Quickly build confidence and make change happen with this actionable guide to the essentials of digital transformation.



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