Accelerating Digital
Performance

No matter how you look at it, the world is moving faster, with technological innovation creating both threats and opportunities across industries.
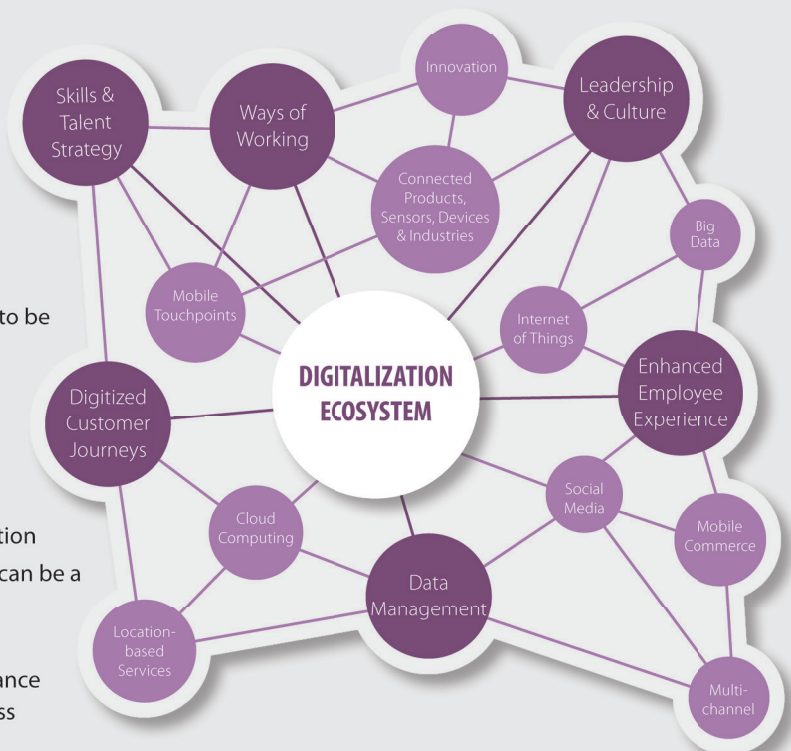
Businesses need to rapidly accelerate digital performance in order to stay ahead of emerging trends, lead innovation and reinvent themselves to gain a competitive edge

Digital acceleration is a measure of digital maturity, through an organization, team and leader lens. It is an indicator of an organization's performance and capacity to effectively leverage new technologies that deliver delightful customer experiences

Our research shows that digital transformation continues to be a challenge for organizations:

- Digital transformation is as much about human capital, as it is about technology
- It implies an organization-wide transformation, not just delivering change in siloes
- Culture is a big hurdle to successful digital transformation
- Closing the skills gap with an effective talent strategy can be a key competitive advantage
- There is a growing emphasis on speed; agility is key
- There is a growing need to test and measure performance in new ways… harnessing data is a key driver of success

DIGITALIZATION ECOSYSTEM

Skills & Talent Strategy · Ways of Working · Innovation · Leadership & Culture · Connected Products, Sensors, Devices & Industries · Big Data · Mobile Touchpoints · Internet of Things · Enhanced Employee Experience · Digitized Customer Journeys · Social Media · Mobile Commerce · Cloud Computing · Data Management · Location-based Services · Multi-channel

What differentiates superaccelerators is their ability to mobilize, execute, and transform with agility – being able to adapt and pivot faster than competitors.

MOBILIZE
…**inspire aligned action** based on a compelling ambition and purpose and a simple **set of strategic priorities.**
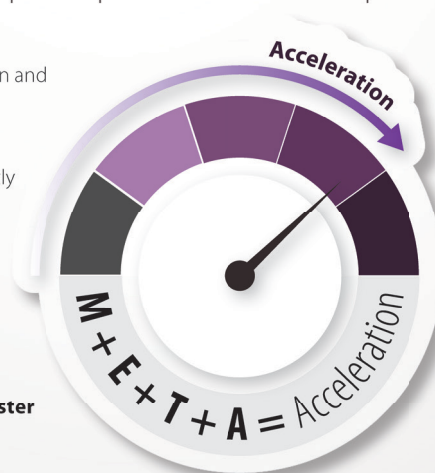
EXECUTE
…**fully harness and streamline resources** to consistently deliver excellence in the core business.

TRANSFORM
…experiment and innovate to create new growth engines and to **reinvent existing businesses** ahead of the market.

AGILITY
…spot opportunities and threats, **adapt and pivot** at a **faster pace than competitors** to create competitive advantage

Acceleration

M + E + T + A = Acceleration

BENEFITS OF HEIDRICK CONSULTING'S APPROACH TO ACCELERATING DIGITAL PERFORMANCE

Our approach enables you to:

- Measure agility through an organization, team and leader lens
- Measure digital acceleration in the context of your digital transformation journey
- Translate insights into actionable plans through mirror walking and action planning session
- Scenario plan for the digital workforce of the future through tailored workshops
- Get support for your specific organization context with deep expertise from transformation specialists

WE HELP OUR CLIENTS CHANGE THE WORLD, ONE LEADERSHIP TEAM AT A TIME®

The Digital Accelerator Questionnaire

Our Approach

Measuring acceleration using the DAQ

The DAQ is based on the META concept and measures digital acceleration within an organization

Completed by a slice of the organization that's most exposed to impacts of digital transformation

Deep focus on supportive environment for digitalization and adaptive culture

- A diagnostic tool that provides a Digital Acceleration Profile based on assessment of the 12 Drive Factors
- Online, secure, and with individual access codes
- Takes approximately 15 minute to complete
- Can track progress through retaking the survey
- The insight enables focused action planning
- Calculates digital acceleration using a 'Balance Score', taking into account the push and pull of opinions within an organization

MOBILIZE
- Strategic Sponsorship
- Digitized Journeys
- Empowering Leadership

TRANSFORM
- Co-Creation Currency
- Speed to Innovate
- Technology Adoption

EXECUTE
- Process Adaptation
- Structured Fluidity
- Digital Capabilities

AGILITY
- Adaptive Culture
- Continuous Learning
- Supported Change

Accelerating Digital Performance Journey

THINK BIG

DIG DEEP

DAQ

TEST SMALL

BUILD THE MUSCLE