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How to Simplify Getting Started

The phrase "digital transformation" has very quickly saturated most industries, companies and the world around us. Although seemingly used everywhere, the underlying idea of using digital strategies to transform how businesses interact with each other and the world around them is actually something to take note of.

It is a fact that people are increasingly looking to explore how they can "digitally transform" their organizations, yet most are having difficulty connecting the dots. Even worse, we've found that many incredibly appealing transformational projects get prematurely thrown onto the trash heap because the process seems overly daunting. However, it is also a fact that many Executives, Business Leaders, and even End Users within organizations are starting to drive the necessary internal conversations by asking for the tools to be more efficient and more collaborative, while leveraging critical insights to propel themselves and their organizations forward.

The truth is, implementing <u>tools for collaboration, innovation and productivity</u> are becoming a fundamental requirement to stay relevant in a quickly changing IT landscape. The real advantage comes from not just having the tools, but learning to consume and leverage these tools. Ironically, most organizations have already invested in a good "tool kit", they just don't know how to use them. The axiom hold true that getting started is often the hardest part.

> *"We all sense it—something big is going on. You feel it in your workplace. You feel it when you talk to your kids. You can't miss it when you read the newspapers or watch the news. Our lives are being transformed in so many realms all at once—and it is dizzying."*
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> **Thomas L. Friedman**, *Thank You for Being Late*

While the pace of acceleration and change may seem overwhelming, we've come up with three ways to help simplify getting started on your digital transformation journey:

Understand What Will Drive the Most Impact with the Least Investment

Many organizations have already taken the leap and started to find value in more advanced ERP platforms and collaboration suites, or they have simply moved to 0365. With WBM completing hundreds of end user interviews over the past months, we've quickly discovered that the easiest opportunities for efficiency exist within tools that are already in place. Building a strategy to enable the consumption of these tools that exist today can start to drive change within your walls immediately, but also start to validate the value of a new way of working.

Find Ways to Make Existing Data Meaningful

Everything in your environment produces some form of data – be it internal, like when people log in and out of their computers, to external, like what the temperature is outside each day, there are limitless amounts of correlations that can be found. Finding ways to convert small, but meaningful, sets of data into real time insights can start to provide an immediate results. This small move alone can help demonstrate the value of data and start to lead to more impactful conversations down the line about how to start using data as competitive advantage. Data is everywhere. Don't underestimate the knowledge that can be derived from your existing sources already.

Join a Community

The first steps on a journey to change the way you work can seem intimidating or daunting, yet maybe even exciting at the same time. But the fact is, you don't have to be alone on your journey. Most people we've encountered are actually more than willing to share their journeys. Understanding the successes and struggles from your peers is one of the best ways to navigate the challenges that may lie ahead. Finding trusted partners and/or peers to help you get started can help alleviate the stress and pain associated with taking that first and second step, and ultimately every other step down the road as well! The point here is that there actually is a playbook of best practices from which you can start. All you need is to have the courage to ask.

Keith Daser

Keith has been an Account Manager with WBM for 4 1/2 years. He is located in our Calgary offices and works with several Enterprise clients across our client community working every day to continue helping them find innovative ways to deliver results back to their organizations.

Keith likes to spend his spare time with his wife and two dogs, or out fishing the various lakes of Alberta.