



Is Your Organization Ready for the Next Digital Transformation?






Report available now as a customized presentation and workshop

Introducing a new report from Daggerwing Group: *"The next Digital Transformation—Executive-Level Readiness"*

Daggerwing interviewed leaders in Marketing, Communications, Product Management and Digital across 3 continents and 7 business categories—including hospitality, retail, technology, financial services, pharma, manufacturing, and utilities—to find out how they are surviving in the face of relentless, accelerating changes in technology, customer expectations, and more agile digital competitors. This report features analysis, expert tips, and lessons learned to provide a recipe for how digital will drive competitive advantage and business results in 2020 and beyond.

5 KEY CHALLENGES FACED BY LEADERS

Our expert analysis and candid discussions with leaders uncovered real measures of where organizations are today and where they need to be tomorrow, boiling it down to five main challenge areas:

	FROM	TO
 1 Coping with the speed of change	Marketing and Communications are reactive	Marketing and Communications are agile and equipped for constant change
 2 Finding the balance between globalization and localization when there is no 'right way'	Building highly centralized or decentralized models based on short-term goals	Balancing centralization and decentralization based on what's right for your long-term business
 3 Communication is now storytelling, but where are the storytellers?	Traditional content and asset developers	Omni-channel content creators and storytellers
 4 Being digital (even if you weren't born digital)	Digital is a standalone function, focused on technology advancements over business and customer impact	Digital is an enabler for all activities in Marketing, Communications and beyond
 5 Injecting data into every decision	Historic results-driven decision making	Data-driven, real-time, dynamic decision making

How Can We Help YOU Prepare for What's Next in Digital?

Create your company's digital transformation roadmap with a one-day interactive workshop

Our proven half-day workshop approach can help fast track your digital transformation and build a plan for the next step in your digital future, taking into account that it is more than just technology that has to change. Daggerwing's battle-tested, interactive workshop methods will help you come away with a customized action plan for building your digital future, identifying the top opportunities to drive the most impact for your customers, employees, and business.



What you come away with

An action plan outlining what you need to do next—including milestones, timelines and measures to track going forward—as well as the top longer-term opportunities to further explore in the future.

Daggerwing Group addresses the human factors to ensure your digital transformation leads to competitive advantage

We act fast to bust through siloes and build momentum. We act fast to get the C-Suite aligned on the right problems to solve. And we act fast to close the customer and employee experience gaps that undermine growth



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Act Fast.
[We do.]