

WE KNOW THE CHIEF DIGITAL SOMETHING MATTERS BUT ARE WE SETTING UP THE CHIEF DIGITAL OFFICER FOR SUCCESS IN DX?

THREE SIMPLE WAYS TO BE ON THE WINNING SIDE



70%

OF CDO'S DO NOT WORK IN DIGITALLY THRIVING CORPORATIONS. THAT IS SCARY

Digital transformation (DX) is better. It is far, far more likely to be economically successful with a collection of chief digital officer combinations. See this last piece of research into the economic upsides of the chief digital set of officers in the Global 2000 like accounts from our research partnership with Forbes Insights and interviews with executives and leaders in May/June of 2018. The chief digital officer (CDO) is common in much of the Global 2000.

The bad news is that 70% +of CDO's do not though work in DX thriving corporations. The chief digital officer job might be a proverbial "C@#\$ shoot for 70%+ of CDO's because the environments they are in are not set up for success. That is like being a potentially great drafted college QB being put on the wrong team.

Now look at the table below for your industry to see if this truth about the power of a chief digital officer is equally as true at an industry level, your industry. In all but one of eleven industries the incidence rate of one of these, the chief digital officer is on average 41% higher in a DX thriver than in a DX laggard peer. In CPG the overall existence of the CDO is 70% but it is 80% in a DX thriver in CPG and only 56% in DX laggards in maybe one of the key industries where 98% of executives told us that digital business models will be vital for their survival. Why aren't more CPG leaders putting these chief digital officers into place and why are 70% of those CDO's in place ear marked to fail.

GLOBAL 2000 (MAY/JUNE) 2018 RESEARCH WITH FORBES INSIGHTS	OVERALL INCIDENCE CDO IN THE SECTOR	INDEX OF CDO IN THRIVERS	INDEX OF CDO IN LAGGARDS
CPG	73%	114	82
Industrial Products	77%	118	103
BFI	83%	109	93
Healthcare/Pharma	78%	109	69
Retail/distribution	70%	126	84
Transportation	48%	154	49
Energy/Resources	58%	137	80
Media/Marketing Services	76%	83	92
Professional/Consulting Services	64%	157	34
Construction	47%	190	71

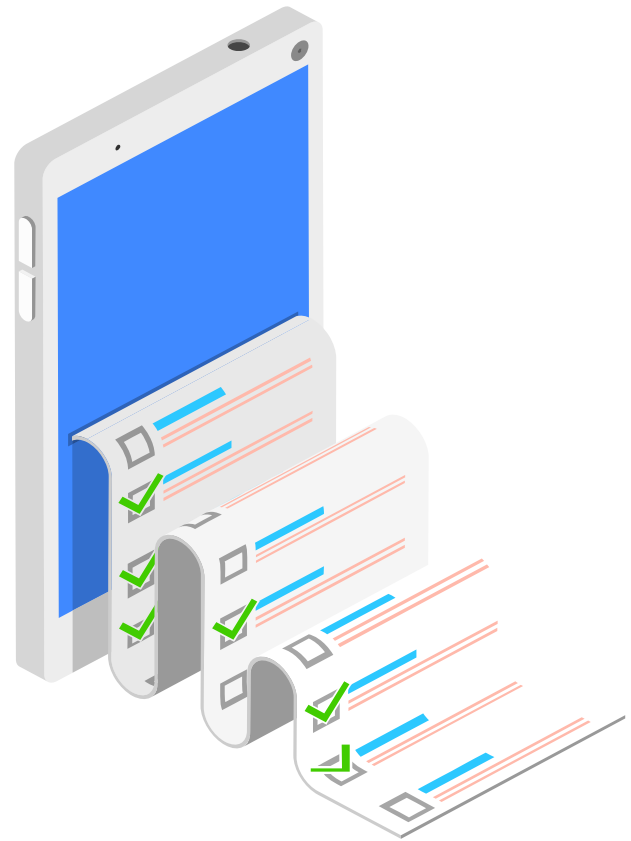
Source: Inc.Digital and Forbes Insights

NOW WHAT DOES THE PRIMARY RESEARCH TELL US ABOUT WHAT IT IS GOING TO TAKE FOR THE 70% OF CDO'S NOT IN DX THRIVING CORPORATIONS TO START TO WIN...

THREE SIMPLE WAYS TO BE ON THE WINNING SIDE

1. INSPIRATION AND PREPARATION FOR SUCCESS ARE VITAL – THE CDO NEEDS TO BE THE NAVIGATOR KEEPING THE RATIONAL COURSE BASED ON BEST PRACTICES.

72% of major corporations get the idea behind DX but are not seeing great results. The effort, or some effort is there but results are sketchy. The Digital Helix algorithm from the Global 2000 research results and the Wall Street Journal best seller, The Digital Helix show that the disconnect between vision, design and focus in these organizations leads to their relative failure. Having somebody who can act like the navigator in the new world making sure the real drivers are focused on and the relevant challenges are focused on in the right way with a framework that is proven is essential. The research shows that there are over 500,000 possible combinations of these factors.



It needs somebody who can keep the right compass heading. Go to this compare tool at inc.digital to see if your corporation is in line with how DX thrivers work inside your sector. To thrive your CDO needs to be the one who helps the corporation through this level setting process.

You need to know where you are on 21 variables as a corporation to plot a path for everybody around you – These are rational variables that must act as your compass as you bring it together. DX is not an undiscovered country. All the best practices for DX probably exist now. Bringing that picture together in an actionable framework is a vital platform for success. Somebody has to hold the organization responsible for that ongoing process, be the guide and enabler. The industries (all Global 2000 like) are: Healthcare/Pharma, Banking Finance and Insurance, Energy and resources, CPG, Retail/distribution, Industrial products, Construction, Marketing and Media, Professional business services, IT/Tech/Telecommunications and Transportation.

2. THIS TAKES A COLLECTIVE NOT A CHRISTOPHER COLUMBUS – THE CDO NEEDS TO BE PART OF A COLLECTIVE OF INTEGRATED ROLES AND NEED TO HELP OTHERS WIN

THE COLLECTIVE

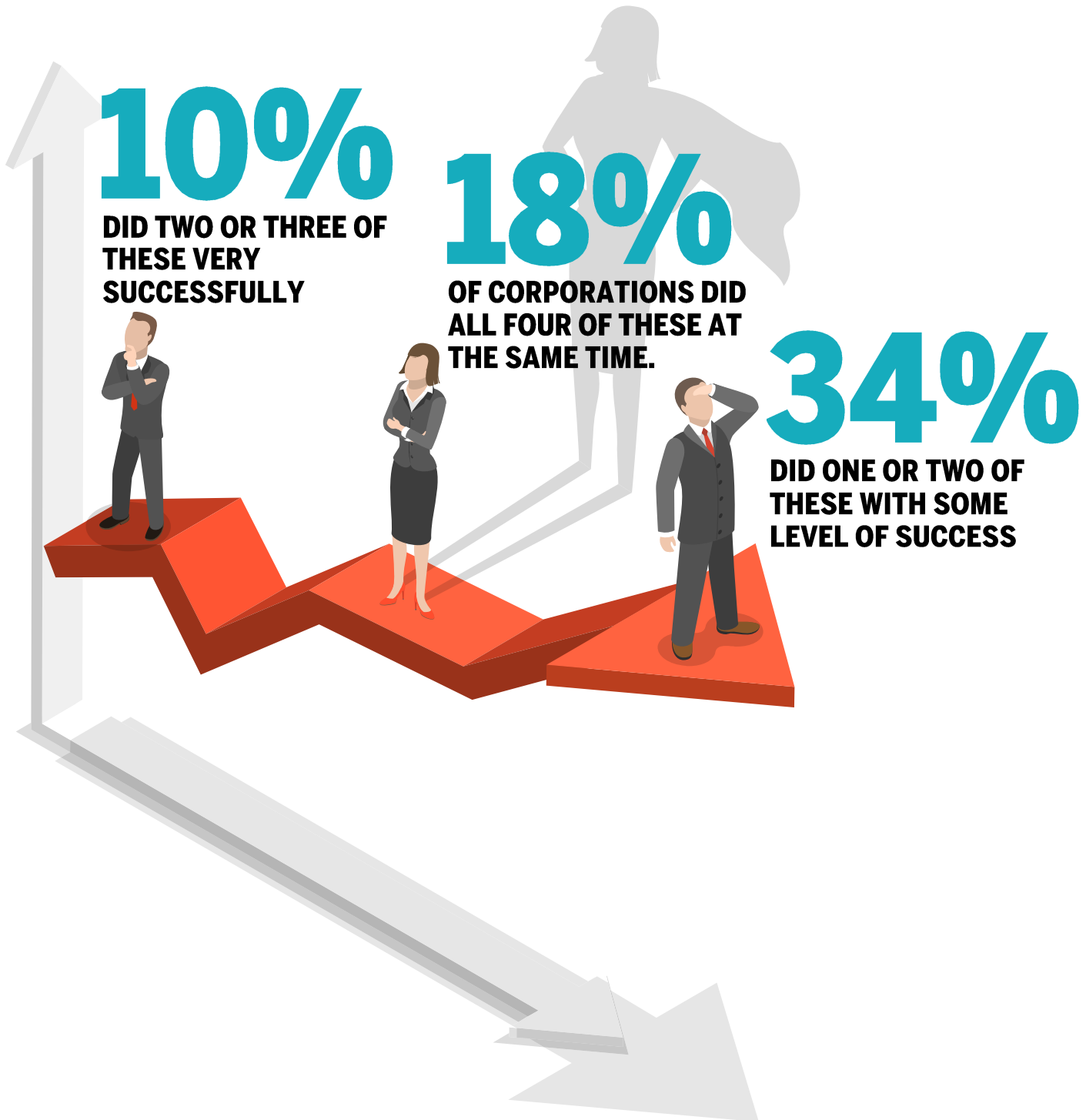
Look at this table from an analysis of the combination of chief digital job titles from the Global 2000 research. The far-right column of statistics show that the likely incidence rate of success with certain combinations of these job titles. Basically, the more the better and the fewer the less the chances of economic success. Certain combinations are bad too. The CDO cannot discover and colonize the nee digital world on their own. They have to be part of a collective of chief job titles that will drive genuine long-term success for the corporation. The CDO needs to know how to work well with others in stressful and ambiguous situations because that is what DX looks like for us all. As the CEO or CMO or CIO you cannot hire a rogue without a supportive and integrated network. Imagine what would have happened if Spain had supplied Christopher Columbus with resources those first few years and or had put Columbus into a wider infrastructure for success. Would we all be speaking Spanish as our first languages now?

Chief Digital Officer	Chief Digital Transformation Officer	Chief Digital Strategy Officer	VP Of Digital Experience	Chief Customer Experience Officer	VP Of Digital Technologies	An Executive Level Digital Transformation Steering Committee	Percent Probability Of Being In A Digital Thriver Corporation
•		•	•		•		50%
•			•		•	•	40%
•		•			•		31%
•			•	•			30%
•		•		•		•	27%
	•		•			•	25%
•		•		•	•		23%
•			•			•	20%
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•					•		17%
•			•		•		16%
•		•		•			14%
•	•		•		•		13%
•			•				8%
			•		•	•	5%
•	•		•				0%
•		•					0%
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			•				0%
					•		0%
						•	0%

2. CONTINUED -

WINS

We measured DX success across four major areas for the G 2000, economic changes, process changes, strategy and culture changes and how deeply the corporation has moved digital as the core of its growth engine.



This will all have a ripple effect across and through various areas of the corporation. Working on one win somewhere else will ripple back or sideways. So looking outside a traditional silo view is vital.

3. MULTI-DIMENSIONAL METRICS YOU NEED TO BREAK THE HOLD OF THE OLD WITH EVERYBODY. SHOW THEM THE POWER OF CURIOSITY AND NEW METRICS

You cannot measure the new world in the way you measured the old world. Of all the Global 2000 who had some level of commitment to DX less than 1.25% got negative results. That means no matter what you do your corporation will get something positive out of it. As the CDO you should be aiming for way more than that. These are the 26 metrics that are showing remarkable positive results from digital transformation.

[GO and look at our Digital Helix algorithm cloud based app](#)

you will see exactly what to expect. A great CDO educates on these possibilities to get revolutionary possibilities and no just incremental changes. Incrementalism is not transformative.

DX success is not a transition, but it is tough journey. Use these facts to help you change mindsets.

The very best (DX thrivers) are actually (35%) the most likely to still be curious about the possibilities behind digital transformation. They see the future has having new possibilities not just transitional value.

The most successful G 2000 corporations (18%) get extra-ordinary results in at least 20 of these metrics. New metrics let you lean in towards successful futures.

THE 26 METRICS THAT DEFINE DIGITAL TRANSFORMATION SUCCESS

IS YOUR ORGANIZATION SEEING EXTRAORDINARY RESULTS DIGITAL LEADERS IN ALL THESE AREAS?

NEW DIGITAL PROCESS MEASURES FOR SUCCESS

CORE BUSINESS PROCESS CHANGES
CUSTOMER ENGAGEMENT
EMPLOYEE ENGAGEMENT
INNOVATION PROCESSES
CUSTOMER RETENTION
EMPLOYEE RETENTION
CUSTOMER ACQUISITION
BRAND VALUE

DIGITAL STRATEGY/CULTURAL METRICS
INTERNAL CONFIDENCE ABOUT THE FUTURE
HOW WE THINK ABOUT SOLVING CHALLENGES
WHO/HOW WE HIRE
STRATEGY DEVELOPMENT
MINDSET SKILLS
MANAGING THE ASSET BASE
HOW WE THINK ABOUT OUR MARKETS
ALLOCATION OF CAPITAL

METRICS THAT SHOW DIGITAL IS THE GROWTH ENGINE

PRODUCT AND SERVICES
CHANGING ECOSYSTEM
BUSINESS PROCESS CHANGES
SUPPLY CHAIN CHANGES
EVOLVING WORK PLACE HABITS

TRADITIONAL ECONOMICS THAT CHANGE

OPEX
CAPEX
SGA
TOTAL REVENUE
EARNINGS LEVELS

WE ARE GOING TO CONTINUE PUBLISHING PIECES THAT CAN HELP THE CDO...

thrive in their digital transformations based on the living best practices inside other G 2000 organizations. If you just print this out or even use it to interview a CDO for your organization then that should take you further towards the successful 28% of CDO's thriving with their organizations DX journeys.

