

# The no-excuses way to win in a digital world.

You don't need to become the next Amazon, Google or Netflix to get digital right, but you may need to change your ways—and your mindset. Sure, there may be obstacles. But it's not money. It's not lack of time. It's not lack of resources. It's you. It's your way of thinking about digital strategy. Let's get started.

## What separates the digital mavens from the posers?

To find the path to digital—and financial—success, follow along to find out what top-performing companies\* are doing right. They may have a variety of goals and aspirations for digital, but when it comes to what makes them successful, they share clear commonalities.

## Redefining digital

**51%** of financially successful companies have embraced the most advanced definitions of digital.

Successful companies define digital as a way of doing business and a mindset that embraces innovation, less bureaucratic decision-making, and the broad integration of technology.

### EXPERIENCE

## No digital posers allowed.

Their leaders have the acumen they need to succeed in digital—and they don't put digital on the fringe of larger corporate strategy.

**77%**

of financially successful companies say the executives responsible for digital are involved in setting high-level business strategy.

**54%**

say their leadership is digitally savvy and helps the workforce think in a new way.

### LEADERSHIP

## Experience matters.

Successful companies see experience as a key element of digital and cultivate thriving employees who, in turn, create better experiences for customers.

**91%**

of financially successful companies have an executive in charge of employee experience.

**82%**

have an executive in charge of customer experience.

### DISRUPTION

## Take control of disruptive forces.

Successful companies recognize that disruption isn't always seismic. They marry efforts and behaviors to differentiate in big and small ways.

**64%**

of financially successful companies say they regularly expose employees to new teams to increase their skills and knowledge.

**74%**

say their digital investments have paid off in combatting new industry entrants.

### WORKFORCE

## Mind the real skills gap—and do something about it.

Successful companies work differently, using human-centered design, agile approaches and cross-functional teams to speed innovation and flatten decision-making.

**63%**

financially successful companies say they regularly expose employees to new teams to increase their skills and knowledge.

**71%**

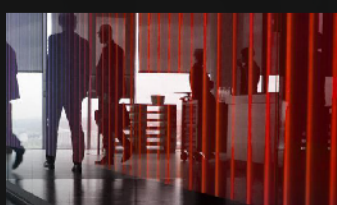
have changed their recruitment and training processes to build a more digitally savvy workforce.

**71%**

say the investment is paying off.

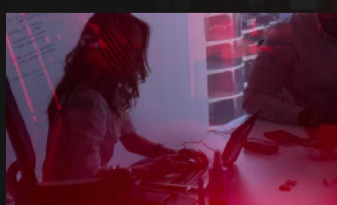
## What's your digital aspiration?

Different goals can take companies down different paths, but there's success to be found no matter your company's digital desires.



### Efficiency Seekers

Use digital to do business smarter and faster



### Modernizers

Create new capabilities to modernize our business



### Redefiners

Change our core business model to define our business



### Industry Explorers

Break ground in new markets or industries

Visit [digital.pwc.com/en/perspectives/digital-iq](https://digital.pwc.com/en/perspectives/digital-iq) to find your path to success.

\* top financial performers are defined as companies that have shown revenue growth and profit margin increases of 5% or more over the past three years and expected revenue growth of 5% or more over the next three years.