

## 6 Stages of Digital Transformation

1. **Business as Usual:** Organizations operate with a familiar legacy perspective of customers, processes, metrics, business models, and technology, believing that it remains the solution to digital relevance.
2. **Present and Active:** Pockets of experimentation are driving digital literacy and creativity, although fragmented, throughout the organization while aiming to improve and amplify specific touchpoints and processes.
3. **Formalized:** Experimentation becomes intentional while executing at more promising and capable levels. Initiatives become bolder, and, as a result, change agents seek executive support for new resources and technology.
4. **Strategic:** Individual groups recognize the strength in collaboration as their research, work, and shared insights contribute to new strategic roadmaps that plan for digital transformation ownership, efforts, and investments.
5. **Converged:** A dedicated digital transformation team forms to guide strategy and operations based on business and customer-centric goals. The new infrastructure of the organization takes shape as roles, expertise, models, processes, and systems to support transformation are solidified.
6. **Innovative and Adaptive:** Digital transformation becomes a way of business as executives and strategists recognize that change is constant. A new ecosystem is established to identify and act upon technology and market trends in pilot and, eventually, at scale.