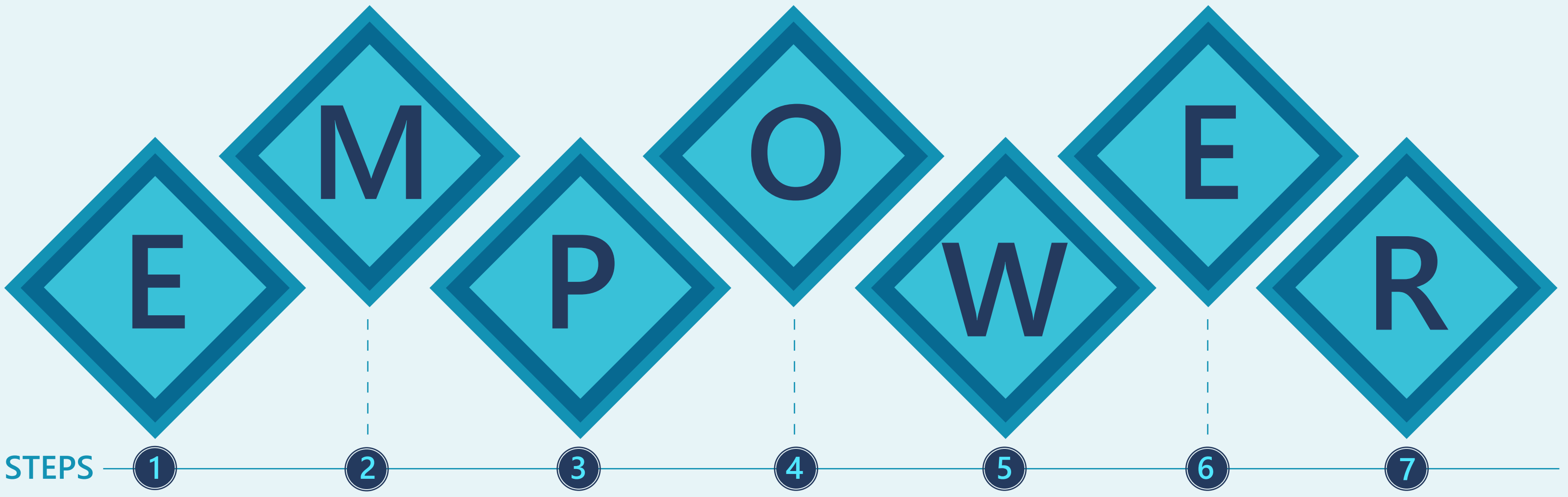


The Empower Process

7 steps to help SMB leaders select the right business management solution.



STEPS

1

Envision Digital Transformation

Define and prioritize your digitalization strategy, identifying the problems you wish to address and the business outcomes you will achieve.

2

Manage Change

Assign an executive sponsor and create a plan to manage change and increase adoption.

3

Partner Selection

Determine the right partner to ensure your success from start to finish.

4

Outcome Mapping

Create process maps that align to expected business outcomes for each team and department.

5

Write a Business Case

Outline the case for change, detailing the expectations, return on investment (ROI), and timeline.

6

Embrace Digitalization

Help your people see the value in digital transformation by creating immersive experiences that promote adoption of new technology and processes.

7

Realize Results

Digital transformation is a journey, be sure to set clear milestones, measure results, and celebrate successes along the way.

87%-40%

Although 87 percent of senior business leaders say digitalization is a company priority, only 40 percent have brought digital initiatives to scale.¹

70%

Over 70 percent of transformational change efforts fail due to lack of sufficient leadership, communication, and organization-wide buy-in.²

76%

Seventy-six percent of executives agree that organizations need to dramatically reengineer the experiences that bring technology and people together in a more human-centric manner.³

2x

Companies move twice as fast on digital transformation when there is a shared understanding—among senior leaders, strategists and the organization as a whole—of the digital path ahead.⁴

¹Digitalization strategy for Business Transformation, Gartner, 2020

²Why Do Change Programs Fail, Forbes, 2019

³Tech Vision 2020: We The Post-Digital People, Accenture, 2020

⁴Speed Up Your Digital Business Transformation: Gartner Executive Guidance Q1 2019 Edition, Gartner, 2019