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# Driving Business Innovation Through Technology Innovation: CIOs' critical role as digital innovators

Research reveals only 39% of business leaders want to be a digital leader in their industry. But, in an era when speed matters, is "wait and see" the right strategy? Or an increasingly risky one?

If agility drives growth, innovation is the driving force to achieve it. And CIOs' visibility across the business – from R&D, to marketing, operations, sales and distribution – uniquely positions them to be true champions of innovation.

Innovative CIOs share three characteristics:

One: **Be relentlessly innovative**, build a distinctive innovation service, and learn by doing.

Two: **Earn the right to innovate at the enterprise level** and increase agility by simplifying your IT architecture, operating model and work process.

And three: **Lead by example with innovation to become a digital transformation leader**, and market your successes both within and outside of the organization.

Learn more about how CIOs can move from being implementers to innovators with our full report:

[Driving Business Innovation Through Technology Innovation: CIOs' critical role as digital innovators](#)

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