



BEING DIGITAL IN THE NEW

Accenture Strategy & Consulting



**DIGITAL TECHNOLOGY AUGMENTS
AND ENHANCES HUMAN SKILLS
TO UNLOCK TREMENDOUS VALUE**

DIGITAL TRANSFORMATIONS HAVE INDEED THE **POTENTIAL TO:**

- ➔ UNLOCK VALUE AND REVENUES FOR BUSINESS AND SOCIETY**
- ➔ TRANSFORM THE WAY WE WORK AND LIVE**
- ➔ ENABLE WORKFORCES TO DO MORE, ACHIEVE MORE, BE MORE**

A person is holding a smartphone in their hands, looking at the screen. The background is blurred, showing other people in an office setting. The text is overlaid on the image in white and purple.

TO CAPTURE VALUE IT IS CRUCIAL TO MAXIMIZE THE RETURN ON TECHNOLOGY INVESTMENTS BY **SHAPING, **ENCOURAGING** AND **NURTURING DIGITAL BEHAVIORS** THAT ALLOW WORKFORCE TO GET THE MOST OUT OF IT.**

CREATING A **REAL DIGITAL CULTURE IS KEY TO MAKE ANY **DIGITAL TRANSFORMATION SMOOTH AND SEAMLESS.****



**LEVERAGING ON DATA-DRIVEN DIAGNOSTIC
TOOL, WE ARE ABLE TO UNDERSTAND THE ROLE
BEHAVIORS PLAY IN DIGITAL
TRANSFORMATIONS AND HOW BEHAVIORS
CAN BE THE RIGHT TRIGGER FOR CHANGE**

ONE FRAMEWORK

EIGHT KEY ELEMENTS

**THIRTYFIVE DIGITAL
BEHAVIORS**



OPEN TO CHANGE

CUSTOMER EXPERIENCE FOCUSED APPROACH

COLLABORATION

VALUE POWERED

DATA DRIVEN

VISIONARY AND INNOVATIVE

EMPOWERED BY TECHNOLOGY

TEST AND LEARN

CONNECT WITH US TO FIND OUT MORE!



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