

## A different perspective on digital transformation or: Let's carry it to extremes and talk to each other

*The more often I talk with colleagues and customers about the challenges of the digital transformation, it turns out, that this is for sure not a pure technical challenge but especially a cultural one.*



Recently, in a change project for an IT department of a big player company, I tried to find out, where the strategy in regards to IT improvements is coming from and what has been the base for decisions on objectives and strategy. Actually, I was irritated and surprised to learn from a senior IT Manager, that “we don't focus that much on a business need, when we decide our investments for IT infrastructure. If IT would always listen to business needs, no i-Phone would have ever been invented.”

So, my lessons learnt was: In this company, IT is obviously very strong as they can make decisions based on their perspective on digital transformation. A coordinated need discussion with the departments which are supposed to work with the tools mostly does not take place.

I felt that there is something wrong: Technologically, my counterpart was maybe right, but when we talk about the future challenges for the business in regards to the digital transformation it's not just a technical innovation. To improve the tools of collaboration within a company is an ongoing task of every IT department in a company, but to have a common idea about *why* and *how* we want to make use of it, is a question, which should be answered by teams and their leaders.

Faced with these challenges, I developed a set of cards to start discussions about the digital transformation and the inherent patterns. It leads to a common understanding of the usage of tools and is actually pretty easy: A team discusses in different variations provoking statements on the topics co-operation, cloud, innovation and digitalization.

In my case, a very fruitful discussion about leadership, communication and finally also about digital transformation took place. The result was a deeper understanding of the own processes and the possibilities of digital support. The feedback of the group was excellent and made me think that it would be nice to share the idea and the cards with leaders, employees and consultants.

By the way: I love working with IT folks 😊

For more info click [here](#).