

Free ebook Introduction to digital culture living and thinking in an information age

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digital culture refers to the behaviors practices and values that develop from the use of digital technologies a broad term digital technologies include smartphones social media digital collaboration tools enterprise content management cloud infrastructure and software as a service as well as digital environments such as the organizations with a strong digital culture use digital tools and data powered insights to drive decisions and customer centricity while innovating and collaborating across the organization when implemented purposefully digital culture can drive sustainable action and create value for all stakeholders what is digital culture create positive culture for a digital age mckinsey shortcomings in organizational culture are one of the main barriers to company success in the digital age what do they do differently a key factor is their digital culture by which we mean a culture that is most suitable for the digital world organizations with a strong digital culture use digital tools and data powered insights to drive decisions and customer centricity while innovating and collaborating across the organization published 29 june 2021 digital culture the driving force of digital transformation download pdf d digital technology and business models are driving business disruption the pandemic has accelerated this trend making digital transformation critical for business success the covid 19 pandemic accelerated the shift to a digital first world which made businesses rethink the way they operate one key to business success in a post covid world is to embrace a digital culture for digital culture to be successful it must be driven from the ground up digital culture is a workplace shaped and influenced by digital tools and technologies in companies with advanced digital cultures most employees use digital tech to collaborate innovate and offer customers access to products services and support what does that look like in practice companies with sophisticated digital cultures over four years 16000 surveys and 75 interviews with market leading organizations we've come to understand that digital culture is critical to driving digital business adoption digital culture is distinct and consistent associated with digital maturity digital culture is intentional without the right culture reinventing your business for the digital age will likely fail in our research we discovered that roughly 30 of the variance in performance among companies in the same industry related to their ability to develop and sustain a culture that embraced digital objectives there are two aspects to digital culture a set of attributes or focus areas and a set of operating principles making business decisions based on data and evidence pushing decision rights to the edges of the organization and clear strategic direction guidance and leadership from the top a digital culture serves as a code of conduct that gives employees the latitude to make judgment calls and on the spot decisions for many digital organizations this code of conduct amounts to a singular focus on the customer consider the example of a north american software provider a digitally transformed culture takes different approaches to all of these attributes and a report by mit and capgemini identifies the following as key attributes in adopting a digital first in the business world digital culture is seen as the result of technological innovation when bloggers write about it they refer to the ways in which digital technologies are shaping our everyday lives and the ways in which we interact with each other to build a strong digital culture it's necessary to regularly share meaningful information and feedback across teams and stakeholders digital workspaces allow for more transparency and better communication because leaders

can access superior tools to openly share knowledge across multiple channels by jd meier i m going to share what i ve learned about creating a digital culture based on what i ve seen from companies around the world you can think of culture as the shared values attitudes behaviors and beliefs that characterize and guide a company in the simplest explanation digital culture is the relationship between people and the use of technology it describes how digital media and technology have shaped our everyday lives and interactions with society people and work digital media can be in the form of any device where you can listen watch create and share information digital culture can be defined as the values beliefs behaviors and technology that shape the way people work and interact in a digital first environment it encompasses a range of elements a digital culture is a concept that describes how technology and the internet are shaping the way that we interact as humans it s the way that we behave think and communicate within society a digital culture is the product of the endless persuasive technology around us and the result of disruptive technological innovation how to create digital culture what are the possible obstacles and how to solve them culture is organizational dark matter you can t see it but its effects are obvious marcus blosch today everything around us is digital it s shaping and affecting the way we live our everyday life the re named department s first strategic report published in 2018 was culture is digital a document that celebrated and sought to further cement relations between the traditional concerns of culture ministries i e with the funding and regulation of access to arts heritage and media provision within a territory and an emerging and increa

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organizations with a strong digital culture use digital tools and data powered insights to drive decisions and customer centricity while innovating and collaborating across the organization when implemented purposefully digital culture can drive sustainable action and create value for all stakeholders what is digital culture create positive

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world is to embrace a digital culture for digital culture to be successful it must be driven from the ground up

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over four years 16000 surveys and 75 interviews with market leading organizations we've come to understand that digital culture is critical to driving digital business adoption digital culture is distinct and consistent associated with digital maturity digital culture is intentional

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without the right culture reinventing your business for the digital age will likely fail in our research we discovered that roughly 30 of the variance in performance among companies in the same industry related to their ability to develop and sustain a culture that embraced digital objectives

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