GOING DIGITAL

What it takes for smoother transformations

LYNDSEY JONES AND BALVINDER SINGH POWAR

A practical and revealing guide for anyone dealing with transformation, whatever their business or sector. Throughout the book, you will:

- Understand how to navigate digital transformation and change, whatever your sector or challenge.

- Build a mindset that's ready and adaptable to digital disruption.

- Learn quickly, fail fast and adapt unexpected discoveries to help your business evolve, stay relevant and boost profits.

- Discover how to win over individuals and teams to change the way they operate and work more efficiently.

- Read the stories of internationally recognised companies to learn what worked (and what didn't) for them.

'This wise, expert and supremely practical guide is an invaluable aid to navigating the nitty gritty of pushing digital change.'

Prof. Dr Lucy Kueng, Digital Transformation Expert, Senior Fellow Reuters Institute, Oxford University

'This ideal guide takes the mystery out of transformation showing the way to success in a digital world.'

Liz Hannam, Head of News, ITV News Central

Praise for *Going Digital*

'Here is the essential guide to how managers should adapt their businesses to the digital revolution. Written by a journalist who was the driving force behind the shift from print to digital in the *Financial Times* newsroom, the book offers many examples of how to change mindsets and work practices – and keep employees on board.'

Lionel Barber, Editor of The Financial Times *2005–2020*

'Digital transformation is a daunting challenge. This wise, expert and supremely practical guide is an invaluable aid to navigating the nitty gritty of pushing digital change into the heart of your organisation. If you need to know where lean stops and agile starts, and how to craft a vision that truly heralds change this is the book for you. Highly recommended.'

Prof. Dr Lucy Kueng, digital transformation expert; Senior Fellow, Reuters Institute, Oxford University

'This is an ideal guide for anyone working in an industry where change is the only constant. Drawing on the experiences and advice of those who've been there before, it takes the mystery out of transformation showing the way to success in a digital world.'

Liz Hannam, Head of News, ITV News Central

'*Going Digital* is an essential survival kit in our journey of a constantly changing environment, giving the reader the inside and real view from champions behind the scenes sharing their tips on how to drive change at companies. It will become your bedside book.'

Berta Merelles, Senior Director, BTS Global Consultancy

'This book frames and filters that bigger dataset helping to benchmark one's own experience with examples from peers who faced similar challenges. Its value lies there, providing an understanding on how they responded and what succeeded, helping to lay out your own tailored approaches to these relatable problems.

Going Digital

Table of Contents

Table of Contents

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