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Red Circle
Strategies

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A recent article from the Wall Street Journal looked at – A New Language for Digital Transformation.

The article covers the challenge of succeeding with digital transformation in the absence of a common language i.e. a common digital language.

“Many organizations struggle to advance digital transformation, often pursuing a technology-first approach rather than leading with strategy. A common language that transcends technology could be the key to making transformations stick.”

“Leaders tasked with capturing greater strategic business value through digital transformation should establish a common language to break through both structural and human behavioural barriers that can stymie digital efforts.”

I have been saying this for years.



A critical starting point for any digital transformation initiative is to begin with having a common digital language in place. This common language should also be baked into strategy.

- How many organisations have started from this position?
- How many are trying to retrofit a common language into their organisations post-transformation?
- How many have still not considered this?

From my perspective this message still does not get through to many organisations. It is being impeded by the pursuit of a technology / cloud / digital-first approach focused on acquiring digital technology. Driving new technology for the sake of it. Driving digital for the sake of it.

Not happy with the situation and seeing the problems organisations are facing from this, what have we done to help? Red Circle Strategies has designed a number of instruments to measure this exact challenge, and others too.

One of the measurements exposes the lack of a common language. We explain what this means – similar to this article. We help address the issue. It is not really that hard – once you know what the problem is and you have solutions.

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We call this **DIGITALHEALTH INDEX™** which is designed to measure basic problems like this and help organisations get their technology and cloud / digital initiatives right – first time.

DIGITALHEALTH INDEX™ uses specific instruments to assess, evaluate and score the digital health of the organisation. [You can find more details here.](#)

As reported in the article –

“While 85% of CEOs in a [recent leadership survey report they accelerated digital](#) initiatives during the pandemic, many can struggle to articulate their overall strategy or digital progress aligned to that strategy.”

“If leaders can’t point to ways their digital transformation has resulted in new business advantages or enhanced marketplace adaptability, then their transformation is likely incomplete, and they may lag their competitors in today’s evolving digital economy.”

There are three digital transformation approaches outlined.

- A role- or functions-based approach, optimized for one digital imperative across business, technology, and/or workforce strategies.

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- A business-unit-focused approach, building a comprehensive single strategy that considers all five digital imperatives.
- An integrated approach across functions and business units, combining multiple imperatives to better facilitate enterprise-wide collaboration.

[Read more about these approaches and the full article here](#)

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