



SCOTT KLOSOSKY

Technology Speaker, Author, Consultant
Founder, Future Point of View

BUILDING A DIGITALLY MATURE ORGANIZATION

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing

Global Change +
Thought Leadership



Technology +
Leadership



Cybersecurity
Awareness

Leading in Disruption: Building a Digitally Mature Organization

Surviving digital transformation will require organizations to vastly improve their digital maturity. To do so, leaders must first understand where their organization currently stands and ways they can improve.

Scott has developed a model outlining nine dimensions of digital maturity. This model includes a measurement of your leadership's technology IQ, systems of engagement and record, data maturity, and ability to navigate risk. There are important considerations required in each area to develop digital maturity.

Digital transformation is more than just the "Uberization" of your industry. It rewards those that use technology to more effectively serve customers, those who create efficiency, and those who use technology to gain a competitive advantage. Scott works with leaders across a variety of sectors and organizations of all sizes, helping them improve their digital maturity. These experiences inspired him to develop a world class online assessment focused on digital maturity.

In this presentation, the emphasis is on helping leaders measure where their organization currently stands with its ability to use digital strategies to win in the market.

Attendees will learn how to apply this digital maturity model to their own organization and take away practical ideas they can apply to their own organization. As a bonus, Scott will provide attendees with a complimentary sample of an online digital maturity assessment.

LEARNING OBJECTIVES

- ✓ Understand how the proper implementation of digital tools can make your organization thrive in transformation
- ✓ Learn the 9 dimensions of digital maturity, and prioritize them based on the needs of your organization
- ✓ Apply the Digital Maturity Model properly inside your organization
- ✓ Delivery of a complementary online digital maturity assessment sample to all attendees

BEST AUDIENCE

Managers, Executives, C-level leaders, Business Owners, Entrepreneurs, Associations.



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