



Balancing the tension of focus inside and outside the organization

Balancing internal and external initiatives unleashes meaningful transformation.



94.7% say their operating models are being 'more than slightly disrupted' by digital

but

Almost one third (30.5%) are experiencing high levels of digital disruption in the external market and/or against customer expectations of service capabilities

(External needs + internal delivery + resource allocation)

in alignment

=

value realization



Balance

- internal focus
- pursuing external needs
- short term outcomes



with

- external customer and market needs
- satisfying internal initiative prioritization
- long term value



The importance of focus

22.8% of organizations' Chief Digital Officers agree 'too many competing priorities' impedes success.



Balance brings a foundational digital capability of adapting and responding to the right things.

Digital masters are those who can craft a delicate and thoughtful harmony between internal and external priorities.