



Cool Insights!

Ushering in Digital Transformation

THE NEED

Businesses are waking up to the need of digital transformation as a priority in their organization, only after realizing the devastating effects of COVID-19 outbreak across the globe.

Movements are restricted.

Meetings only over cloud applications.

Transactions only through payment gateways.

STEPPING UP FOR THE FUTURE

The need to contact-less business dealing have encouraged organizations to implement a culture of digital empowerment - external & internal.

1. B2B & B2C communication, transactions and deals.
2. Internal and cross-functional communication and coordination.

THE INTENT

Nearly every business has had to confront the challenges and opportunities of new digital technologies and channels, leading to a raft of “digital transformation” projects.

Research by analysts *Gartner* found that 87% of business leaders now say that digital transformation is a company priority - but planning a transformation strategy is undoubtedly a complex process.

THE REALITY

According to a study by *McKinsey*, only 16% of such initiatives result in long-lasting change, with many projects suffering from lack of clarity over what is hoped to be achieved and, crucially, just who should be leading them, with IT, HR, finance, marketing and customer service teams all likely to want a say.

LEADING FROM THE FRONT

A third-party agency, an outsider, is the best choice to activate the digital transformation plan in an organization.

It is easier, for an agency-appointed project manager, to lead a cross-functional team within the organization with definite and purposeful scope for every member from each relevant function.

DEVELOPING THE SKILL-SET

Engaging with new technology does not have to mean hiring new staff.

Identify and skill up the existing team and bring them up to speed through training and knowledge sharing.

Define roles and responsibilities for every team member based upon their capabilities.

THE FIRST STEP

Brand Mpower specializes in defining the business process and identifying the points of digital intervention to achieve a purposeful transformation.

Unlike the larger consulting firms, Brand Mpower works from the inside to develop and instill a culture of digital empowerment within the employees of the organization.

FRAMEWORK

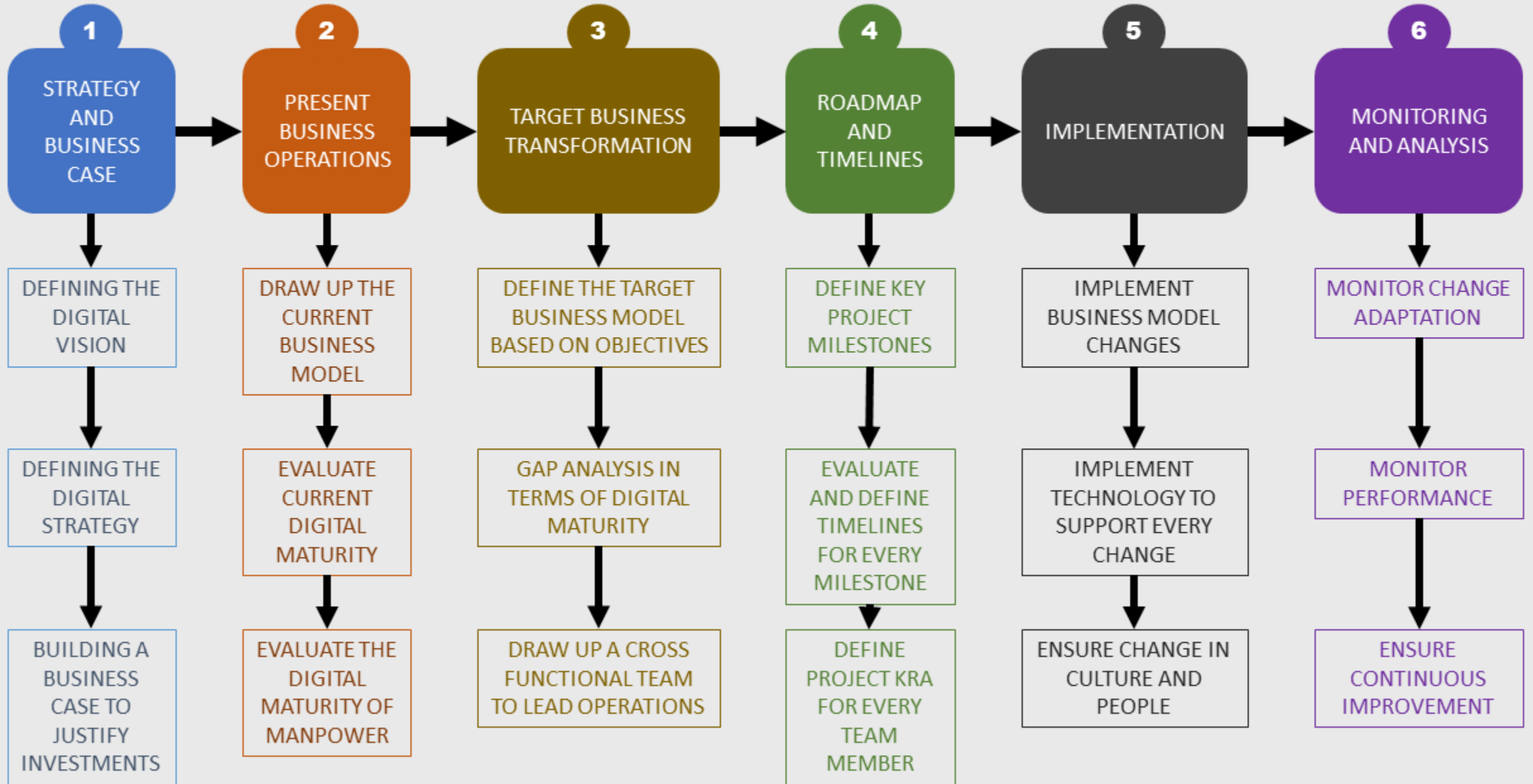
Brand Mpower works with certain preset frameworks but that is not always conclusive when it comes to generating the optimum results.

We work on human contact and information from the organizational teams

These pieces of information is then processed to generate tailored models to achieve the transformation goals and objectives.

BASIC SIX STEP MODEL FOR A SUCCESSFUL DIGITAL TRANSFORMATION

SIX STEP MODEL OF DIGITAL TRANSFORMATION



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