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Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership styles and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonald's, Publicis, and UK Government Digital Service, this audiobook delivers practical insights from those on the ...

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Digital to the Core is a book that will help leaders find their pathways to success. Don Tapscott , author of Wikinomics and, with Alex Tapscott, the forthcoming Blockchain Revolution "Since leading a digital transformation in the airline industry, many C-level executives have asked me how they can generate similar transformation in their business.

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Digital to the core : remastering leadership for your industry, your enterprise, and yourself. [Mark Raskino; Dana Hickox; Graham Waller] -- There is no simple strategic method for

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dealing with the multidimensional nature of digital change.

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In "Digital to the Core," the authors describe the three primary disruptive forces of the digital era: Resolution revolution. Allows us to accurately measure and precisely control things and events; Compound uncertainty. Requires that leaders assess the tipping points of technology, culture and regulation; Boundary blurring.

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These include: Building awareness. Ensuring that each leader in the organization is on board with creating a strategy around digital... Finding your starting point. It is important to take inventory of your company's digital competencies and determine... Creating a shared vision. This is key because ...

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Digital to the Core is the result of this research and our many conversations with CIOs in the Gartner community, and it explores how three disruptive digital forces will require you to

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remas-ter leadership of your industry, your enterprise, and yourself. Before we describe these three forces, let's set some context by

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October 20, 2015) proves that every business, no matter how old, has the...

DIGITAL TO THE CORE by Gartner Analysts Mark Raskino and ...

“Digital business doesn’t just disrupt markets,” said Graham P. Waller, research vice president at Gartner and co-author with Mark Raskino of *Digital to the Core, Remastering Leadership for Your Industry, Your Enterprise, and Yourself* (Bibliomotion, 2015). “It disrupts tried-and-true management behaviors.”

Remake Yourself With Six Digital Leadership Personas ...

Digital to the Core Quotes Showing 1-25 of 25 “If you don’t act, someone else will, and you run the risk of being marginalized from this opportunity space,” ? Mark Raskino, *Digital to the Core: Remastering Leadership for Your Industry, Your Enterprise, and Yourself* 0 likes

Digital to the Core Quotes by Mark Raskino

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There is no simple strategic method for dealing with the

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multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

"Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government

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Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval." --

Every organization makes plans for updating products, technologies, and business processes. But that's not enough anymore for the twenty-first-century company. The race is now on for everyone to become a digital enterprise. For those individuals who have been charged with leading their company's technology-driven change, the pressure is intense while the correct path forward unclear. Help has arrived! In *Driving Digital*, author Isaac Sacolick shares the lessons he's learned over the years as he has successfully spearheaded multiple transformations and helped shape digital-business best practices. Readers no longer have to blindly trek through the mine field of their company's digital transformation. In this thoroughly researched one-stop manual, learn how to:

- Formulate a digital strategy
- Transform business and IT practices
- Align development and operations
- Drive culture change
- Bolster digital talent
- Capture and track ROI
- Develop innovative digital practices
- Pilot emerging technologies
- And more!

Your company cannot avoid the digital disruption heading its way. The choice is yours: Will this mean the beginning of the end for your business, or will your digital practices be what catapults you into next-level success?

Is your business ready to win in the digital future—or destined to be disrupted? Ambitious digital-driven startups are now creating and cornering new markets in every sector. And yet, most legacy businesses continue to operate by old playbooks. Most are not keeping pace with the changes in their industry, let alone leading the way—what is yours doing? The *Digital Matrix* will help you understand the three types of players that are shaping the new business landscape; the

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three phases of transformation that every firm will encounter on its journey to business reinvention; and the three winning moves that will ensure your company's success along the way. With *The Digital Matrix*, you will: Learn to navigate the world of digital ecosystems. Discover ways of competing and collaborating with other companies to create and capture value. Realize how powerful machines can amplify your company's human talent. Learn to assemble the team to experiment with new ideas, re-examine your core beliefs, and reinvent your business rulebook for the digital future. The future of every industry is digital, and that future is closer than you think. Do you understand where your business fits into the bigger picture? Are you ready to maximize your opportunities? Packed with current case studies and practical experience-based advice, *The Digital Matrix* shows you how to rethink your business model from the outside in, assemble the right team for the journey ahead, and make bold strategic choices along the three phases of digital transformation. Your company's future depends on its ability to harness digital technology. Don't wait!

It happens over and over again. Some innovation (a new product, a management trend) comes along that captures the public's imagination. Everybody joins the parade with great fanfare and high expectations. This "next big thing" promises to transform the companies that adopt it -- and inflict great peril on those that don't. Then, when the innovation fails to deliver as promised immediately, everyone starts bailing out. Investments are wasted; stock prices plunge; disillusionment sets in. It doesn't have to be this way. In *Mastering the Hype Cycle*, Jackie Fenn and Mark Raskino explain what drives this pattern and how your company can avoid its potential dangers. By understanding the hype cycle, you can ride it more skillfully -- timing your investment decisions so that the

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Innovations you adopt stand the best chance of succeeding in the long-term. Drawing on company examples and Gartner's proven STREET (Scope, Track, Rank, Evaluate, Evangelize, Transfer) framework, the authors show how to orchestrate the key steps in the innovation-adoption process -- from choosing which innovations to take on and when in their life cycle you should adopt, to paving the way for a successful introduction. The hype cycle isn't going away. But this book arms you with the strategies you need to ride the crest of a new idea to success -- and steer clear of the trough of disillusionment.

Great CIOs consistently exceed key stakeholders' expectations and maximize the business value delivered through their company's technology. What's their secret? Sure, IT professionals need technological smarts, plus an understanding of their company's goals and the competitive landscape. But the best of them possess a far more potent ability: they forge good working relationships with everyone involved in an IT-enabled project, whether it's introducing new hardware or implementing a major business transformation. In *The CIO Edge*, the authors draw on Korn/Ferry International's extensive empirical data on leadership competencies as well as Gartner's research on IT trends and the CIO role. They prove that, for IT leaders, mastering seven essential skills yields big results. This new book lays out the people-to-people leadership competencies that the highest-performing CIOs have in common—including the ability to inspire others, connect with a diverse array of stakeholders, value others' ideas, and manifest caring in their relationships. The authors then explain how to cultivate each defining competency. Learn these skills, and you'll get more work done through others' enabling you to successfully execute more IT projects, generate better results for your company, and concentrate your efforts where they'll exert the most

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impact. The payoff? As the authors show, you'll work smarter, not harder—and get promoted far faster than your peers.

Introducing a Powerful New Business Model for Today's IT Blogger, speaker, software executive, and bestselling author Jill Dyché has been thinking about leadership a lot lately. Having consulted with business and IT executives with Fortune 500 companies for most of her career, she has heard a common refrain: "What should we do about shadow IT?" She's decided to address the answer head-on. With the onslaught of cloud solutions, consumerization of technology, and increasingly tech-savvy business people, it's time for a manifesto for leaders who recognize—and are nervous about—the demands of the digital age. Whether you're an executive, department head, or IT manager, *The New IT* provides an action-ready blueprint for building and strengthening the role of IT in your company—and prescribing IT's future. Learn how to: ASSESS your current and future IT profile ALIGN your IT organization with business priorities MAP technology delivery plans according to business priorities ORGANIZE IT according to your company's culture and strengths REDEFINE innovation and talent management practices BUILD a stronger and enduring role for IT as a business partner By using field-tested techniques to align your IT department with your corporate objectives, you can leverage the power of technology across the entire company. *The New IT* provides a set of tactical and experienced-based frameworks to help you and your colleagues conceive a new roadmap. It also includes real-world case studies and best practices from successful, technology-enabled companies such as Toyota, Merck, Brooks Brothers, Union Bank, and many others. You'll hear from major industry pioneers, IT thought leaders, and other change agents who are leading the way in this new frontier. And you'll learn how to bring

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Your business and IT together in a way that is truly transformative. The new IT is more than computing power. It balances strategy and delivery. It's interactive and inclusive. It's as omnipresent as the smart phone and just as revolutionary. It equips you with the tools you need to succeed in reframing the IT conversation and propelling your business forward. Praise for *The New IT* "Jill has penned a de Toquevillean map of the digital world. Should be a required text for every business leader in the country." Thornton May, futurist and author of *The New Know* "Enterprise IT has reached an inflection point in how services are delivered and consumed, requiring our profession to undertake a transformation of our own. Jill Dyché describes well the challenges we face, how to assess them, and how to take action to complete the journey toward modern enterprise IT." Kimberly Stevenson, Vice President and Chief Information Officer, Intel "Conversational, intuitive, and intelligent, this book goes right to the heart of governance (control), innovation (change), identity (authority), relevance (alignment), and influence (strategy). It's a timely book that should be read by executives across organizations." Peter Marx, Chief Innovation and Technology Officer, City of Los Angeles "A highly readable, entertaining book that will help CIOs and their executive partners address the ongoing challenge of converting IT from a strategic liability to a strategic asset." Peter Weill and Jeanne Ross, MIT Center for Information Research and authors of *IT Governance* "Everywhere I go I hear complaints about the old IT. Jill Dyché's book provides a comprehensive roadmap to changing IT to suit our analytical, consumer-driven, bring-your-own-device times!" Thomas H. Davenport, Distinguished Professor, Babson College, and author of *Competing on Analytics and Big Data @ Work*

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How organizations can anticipate threats, spot opportunities, and act faster when the time is right; with rich examples including Adobe, MasterCard, and Amazon. When turbulence is the new normal, an organization's survival depends on vigilant leadership that can anticipate threats, spot opportunities, and act quickly when the time is right. In *See Sooner, Act Faster*, strategy experts George Day and Paul Schoemaker offer tools for thriving when digital advances intensify turbulence. Vigilant firms have greater foresight than their rivals, while vulnerable firms often miss early signals of external threats and organizational challenges. Charles Schwab, for example, was early to see and act on the promise of “robo-advisors”; Honeywell, on the other hand, stumbled when Nest Labs came out first with a “smart” thermostat. Day and Schoemaker show leaders how to assess their vigilance capabilities and cultivate insight and foresight throughout their organizations. They draw on a range of cases, including Adobe and Intuit's move to the cloud, Shell's investment in clean energy, and MasterCard's early recognition of digital challenges. Day and Schoemaker describe how to allocate the scarce resource of attention, how to detect weak signals and separate them from background noise, and how to respond strategically before competitors do. The challenge is not just to act faster but to act wisely, and the authors suggest ways to create dynamic portfolios of options. Finally, they offer an action agenda, with tips for fostering vigilance and agility throughout an organization. The rewards are stronger market positions, higher profits and growth, more motivated employees, and organization longevity.

Digital Strategy: A Guide to Digital Business Transformation delivers practical solutions for enterprises operating in today's fast-paced business environment. This book is for any

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businessperson who either wishes to stay relevant amid the rapid pace of technology innovation or wants to be a digital disrupter. If you're in business today, you probably use digital technology to run your day-to-day operations. But if you don't have a digital strategy, you're at risk of losing out to your competitors by either failing to recognize the potential tools available or wasting resources while trying to prepare for digital disruption. This accessible book guides you through the steps of understanding what a digital strategy is; realizing how it can serve your business objectives; creating, implementing, and maintaining your digital strategy; and ultimately discovering how your strategy can help you innovate. Learn to manage your risks and opportunities, outperform the competition, and even shake up your industry with *Digital Strategy: A Guide to Digital Business Transformation*.

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