Meta Title: Helping Your Employees to Maximise on Digital Transformation
Meta Description: Change is hard, especially when it comes to digital transformation. Today, we'll discuss how leaders can maximise digital change with their employees at the forefront
Focus Keyword: Digital transformation
LSI Keywords: Employees, companies, organisations

HELPING YOUR EMPLOYEES TO MAXIMISE ON DIGITAL TRANSFORMATION

For more than a decade, companies have been discussing how they can successfully transform their operations digitally. However, they had to accelerate their process with the outbreak of the COVID-19 pandemic dramatically. In fact, McKinsey reported that years of digital transformation were consolidated within just months.

Now, digital transformation is in the spotlight again, with companies considering the best way forward for the next few years. This time, the focus is on maximising their workforce's productivity with digital transformation. IFS Cloud reports that more than 52% of companies plan to increase their technology spending in the coming years. So, how can employees make an impact in today's digitalised world? Let's elaborate.

WHAT DOES IT MEAN TO BE DIGITALLY TRANSFORMED?

We discussed that digital transformation is not a new concept, and it's been under discussion since the mid-2000s. It merely started as a development process for the IT department, but now it requires a cultural change across all areas of an organisational infrastructure.

Gone are the days when organisations incorporated a "set and forget" policy. Instead, it's about consistently reviewing the efficiency, quality, and value of their digital implementations. If they fail to execute this adopting and adapting digital change method, they could fade away rather quickly. For instance, the pandemic exposed every organisation's digital practice, either good or bad, just last year.

So, how can we avoid running into a similar situation next time around? First, the organisations need to step up their training strategies. Helmut Schindlwick discusses that organisations need to introduce a learning culture for their employees. A learning environment enables decision-makers to execute an open-minded leadership method that can support employees to make their own decisions and failures. This open culture allows them to co-create and make decisions that can benefit themselves and the organisations.

HOW IS DIGITAL TRANSFORMATION A PROBLEM FOR EMPLOYEES?

Leveraging new technologies to improve current operations will help us to perform more efficiently and quickly. However, it doesn't work all the time. It doesn't matter if new technologies promise to improve customer experience if the employees are unwilling to embrace the change. So, before organisations try to overcome resistance, they must understand its causes.

For starters, employees don't like the idea of Artificial Intelligence, as it could limit their career options. New technology usage also means acquiring digital skills to accelerate change, with

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formal training and practice. However, organisations fail to devise and incorporate good training strategies. This makes employees feel additional pressure to perform on a completely new tool that they don't know how to control.

Those enterprises who think that digital success is only possible through a technology-focused mindset should rethink their strategy. It's a proven fact that digital transformation can only work if humans and technology work together. Employee and customer experience should be enhanced by using technological implementation.

John Doe, in his book, tells us that employee training and education are essential to digitally transform an infrastructure. He believes that, with newly implemented digital solutions, new training practices is necessary. He also emphasises that self-service portals may not give employees the motivation they need to adapt. After all, they are hesitant to change digitally.

HOW CAN ADVANCED EMPLOYEE TRAINING SUPPORT DIGITAL TRANSFORMATION?

When it comes to digital transformation or change management in general, training and supporting employees is often an overlooked catalyst. However, if done properly, i.e., with the involvement of the HR department, these employees will look to give back to the organisations who gave them a chance.

They will fully grasp these new responsibilities and find better ways to integrate modern practices to meet its goals. Furthermore, a better training approach also increases employee engagement, making them more willing to learn and understand your future digital plans. As a result, your workforce will trust the management and feel more confident in trying new workflows and testing new practices.

You can also opt for external consultancy to ensure success for your digital transformation. Schindlwick emphasises that external consultancy is crucial for organisations without enough exposure to emerging digital transformations. Consultancy contributes to employee training and organisational learning on capitalising in this new age of technology.

ROUND-UP

A Deloitte's study showed that digital technologies could accelerate progress towards achieving goals like workforce diversity and financial returns by 22%. So, it's not only about embracing new technology. On the contrary, it's about how companies structure themselves, encourage their employees, and create a workplace culture amenable to change.

John Doe, through his book, aims to educate business leaders about the role of employees in the new technological age. He discusses that for businesses to succeed, they must incorporate a learning culture. There are numerous other factors that Doe discusses in his masterpiece. You can also order your copy and become a part of his venture.