

# CREATING A DIGITAL INNOVATION CULTURE

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*How do people and organizations collaborate to create new value and enable an exceptional customer experience in all areas?*

## ADDRESSING THE CULTURE ISSUE

There is no doubt that Technology is reshaping our world. It creates new opportunities, but also raises new questions. However, reality is that people and organizations are not moving at the same pace as technological innovation. Productivity growth actually appears to be slowing down, primarily due to the onslaught of content that reaches us from a variety of channels.

The root cause of this can be traced back to Metcalfe's law - as it gets easier to communicate, the number of interactions increase exponentially. So, we are communicating more than ever.

## HOW DIGITAL COMMUNICATION AFFECTS PRODUCTIVITY

Today, it's not uncommon for a manager to receive upwards of a hundred messages a day. We spend an incredible amount of time responding to emails and messages now. What's worse - we spend over 50% of our time in meetings. It often appears we're too busy being busy.

Aside from the exponential growth in interactions enabled by Technology, live communication is being replaced by video conferencing. This is currently the most effective model for global, geographically dispersed workgroups to communicate, collaborate and deliver on the company's commitments.

However, this can result in diminishing trust and a feeling of being disconnected from the rest of the organization.

The implication for companies that increasingly rely on digital communication is significant. This is especially true when trying to manage and measure individual productivity.

## CREATING A DIGITAL NATIVE WORKFORCE

One of the key challenges faced by businesses is creating a digital native workforce that can rapidly shift course, predict the needs of the business and dynamically collaborate on global projects to create value. This is essential in trying to blend traditional workforce habits with the needs of Millennials.

Organizations are discovering that Technology alone won't drive changes in attitude and forms of collaboration. Instead of investing in cool technology, companies are increasingly focused on fostering a culture of mutual trust, where sharing experiences and knowledge become a key personal success factor.

In fact, businesses increasingly measure collaboration and contribution as a key personal performance indicator. Cultural and behavioral change becomes crucial to enabling digital transformation which touches every aspect of how a company operates, serves customers and executes.

## CREATING DISRUPTIVE VALUE

Encouraging playfulness and breaking down formal hierarchies is a critical success ingredient. Creating a peer-to-peer recognition model can be a powerful recipe for fostering trust and appreciation. It helps stimulate job satisfaction as employees feel they are part of the team. This provides a meaningful and recognizable contribution that maximizing their potential for future growth.

Recognizing each other's accomplishments and helping peers move up cultivates trust. This is a critical ingredient in helping businesses to integrate their organizations as they uncover new connections with customers, partners and the industry. It also creates optimism that helps the organization move forward and create disruptive value.

## FOCUSING ON CULTURAL TRANSFORMATION

As digital transformation continues to drive change across every aspect of an organization, businesses will increasingly rely on cultural transformation as a critical focus area. This will help achieve desired outcomes and ensuring the organization increasingly adapts to change.

Focusing on the creation of a trust culture is one area that can help the organization adapt to change. However, to achieve true digital transformation, businesses will have to rely on a cultural transformation that touches every aspect of how they collaborate, work, communicate and co-create as a key leadership competency. The main goal will be for people and technology disruption to move at the same pace.

*“Statistically, we spend less than 7 hours a week doing actual work, which includes interacting with customers or creating new business value.”*

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## ABOUT NEORIS

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