

# The Keys to Successful Digital Transformation Efforts:

The skills data leaders need to enhance business value

Brad Schwartz

Founder | Principle



By 2026, IDC and Gartner predict that 80%-90% of new enterprise applications will incorporate generative AI, fueling trillions of dollars in spending on transformation initiatives.

**70%**

digital transformation projects fall short of their objectives.<sup>1</sup>

**<12%**

of transformation efforts hit or exceed their targets.<sup>2</sup>

**12%**

able to sustain their transformation goal for more than three years.<sup>3</sup>

**51%**

Haven't seen a performance or profitability increase from digital transformation investments.<sup>4</sup>



# Common Reasons Transformation Projects Fail

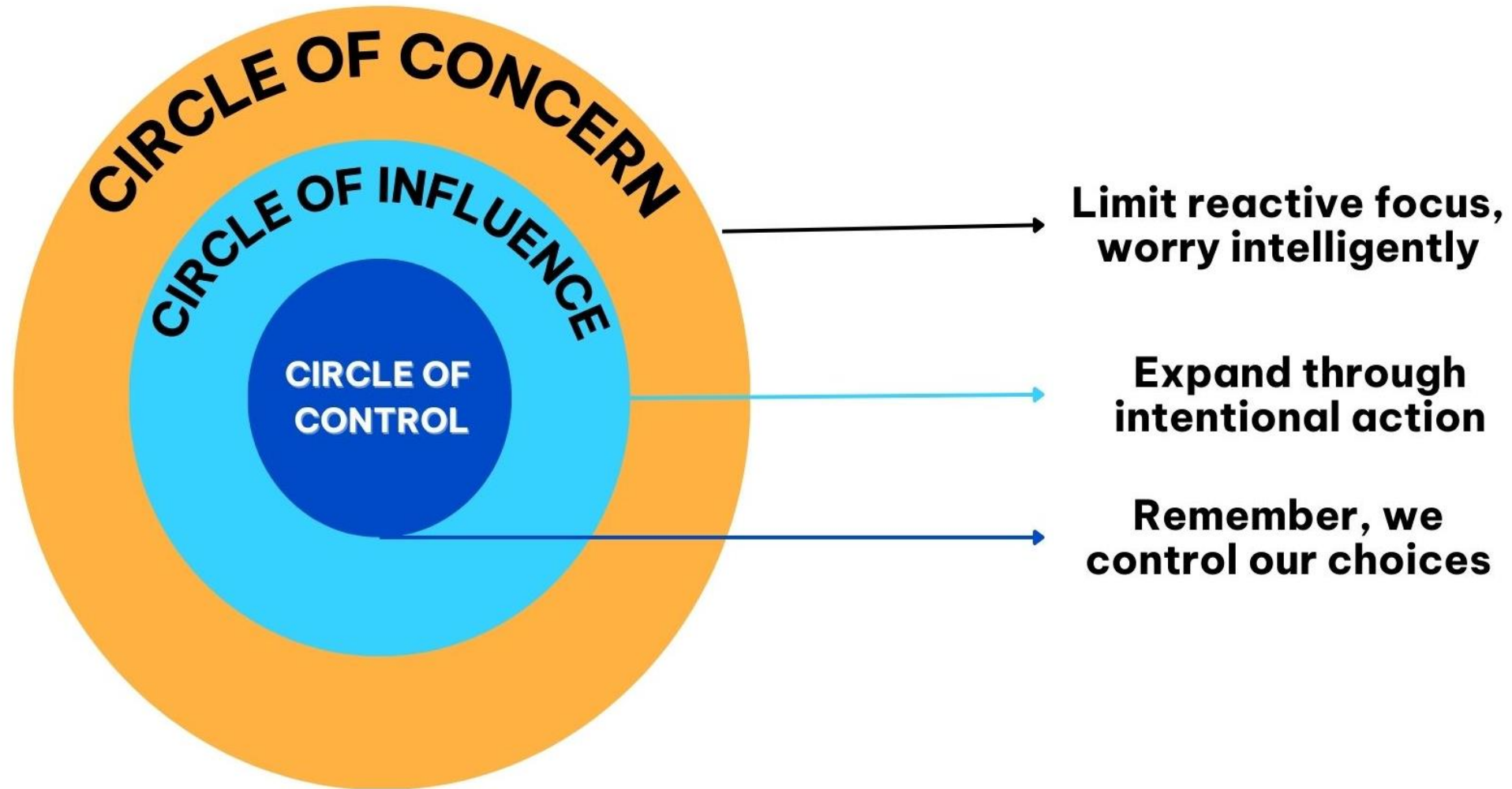
High level project success goals	Lack of agility
Inaccurate data	Insufficient stakeholder buy-in
Lack of skilled resources	Failure to operationalize
Unclear Roles and Responsibilities	...



Digital transformations fail because  
of human and organizational  
challenges, not just technical ones.



# We Own Our Leadership



# Keys to Successful Collaboration

**Build Trust**

**Active Listening**

**Lead with Straight Talk**



**Trust is at the core** of any  
organizational change.



# Building Trust

Leading through change requires cultivating a **psychologically safe** environment that can foster trust among teams and stakeholders by:

- **Encouraging Open Dialogue**
- **Normalizing Failure**
- **Clarifying Expectations**





# Self-Reflection:

## How Psychologically Safe is Your Environment?

*Am I creating an environment for constructive interactions with your stakeholders and teams?*

- 1 If someone on the team or in the business makes a mistake, it changes my perception of them.
- 2 People seem reluctant to take risks or stretch goals.
- 3 People proactively bring problems and issues to me.
- 4 I value and leverage others' unique skills and talents.



*For each question, what best represents your environment?  
Do you:*

**Strongly Agree**

**Agree**

**Neutral**

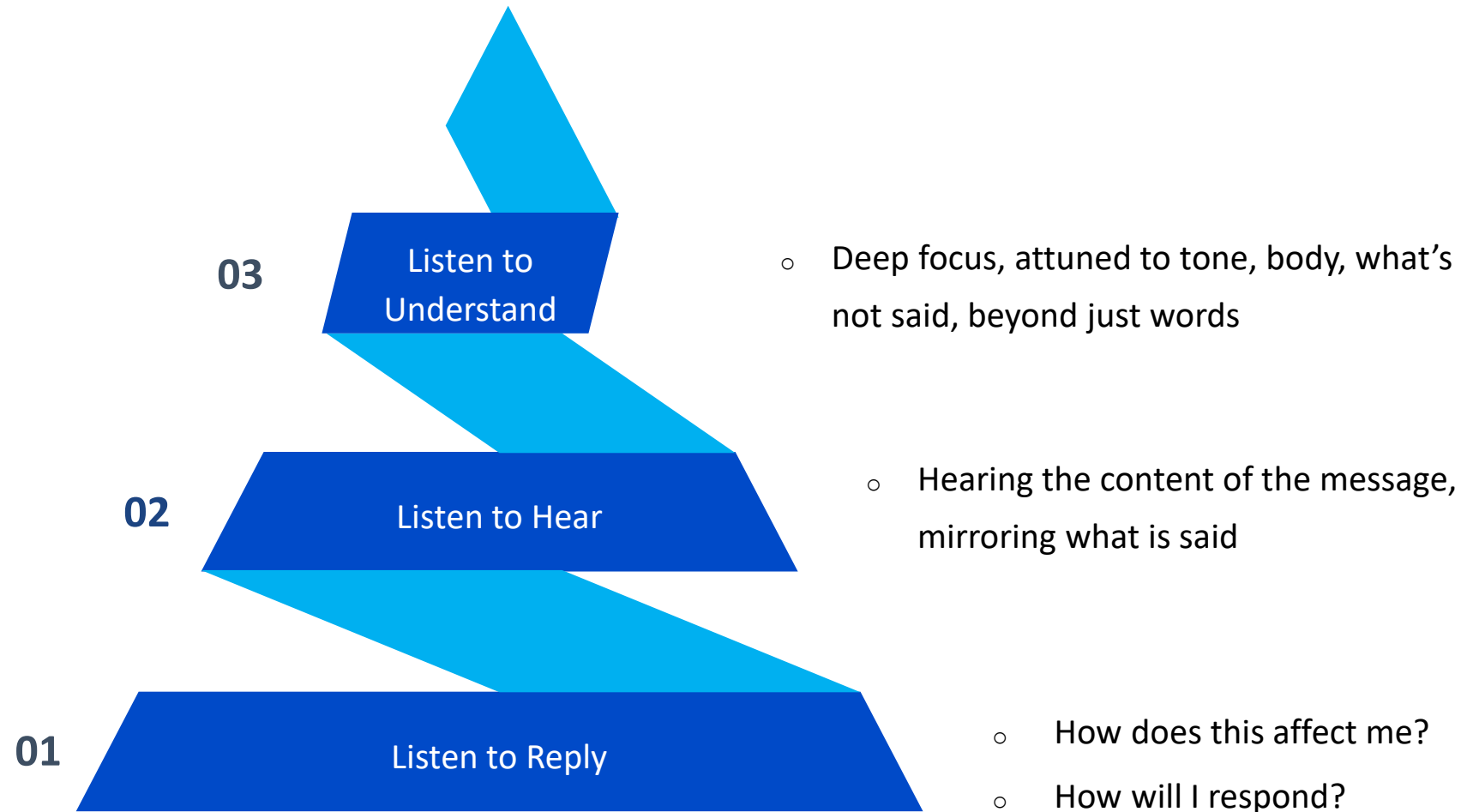
**Disagree**

**Strongly Disagree**

**Active Listening is the foundation  
for effective communication.**

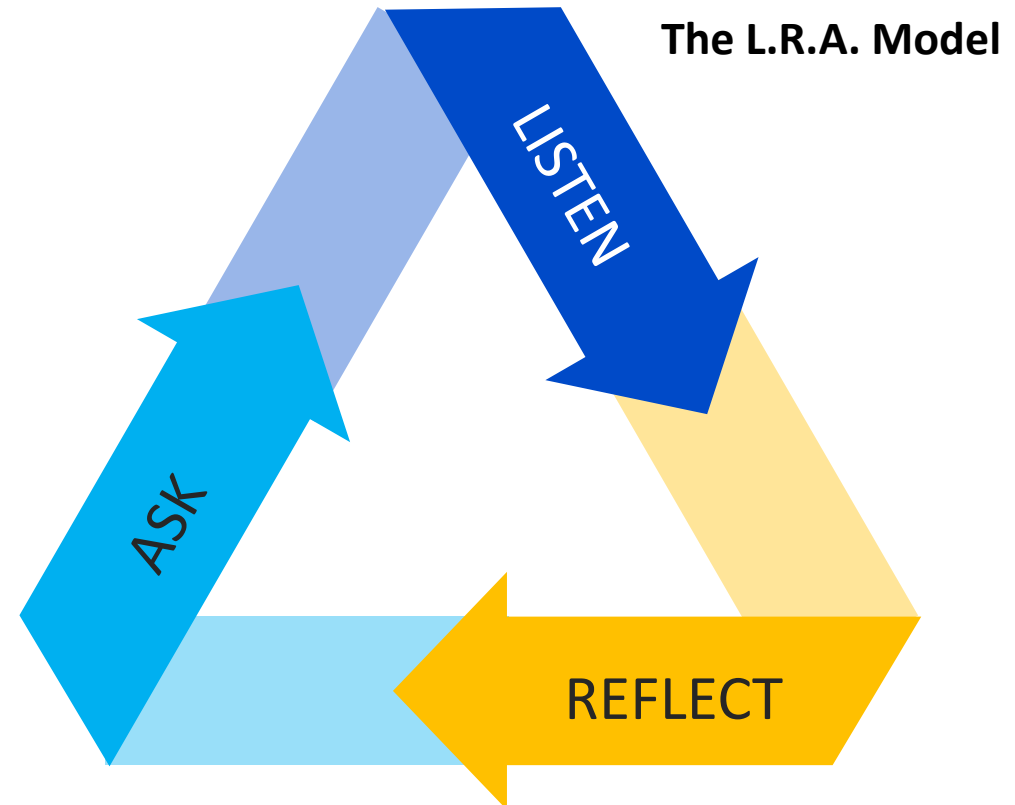


# Three Levels of Listening



# Conversations That Build Relationships Start With Active Listening

**Active, reflective listening  
ensures a person feels  
heard and understood.**



# Strengthen Relationships with Understanding



**What's the real challenge?**

**What's going under the surface?**



# Leading with **Straight Talk**

## **Foreground Conversations**

What people say publicly in meetings, emails, speeches, presentations, responses.



## **Background Conversations**

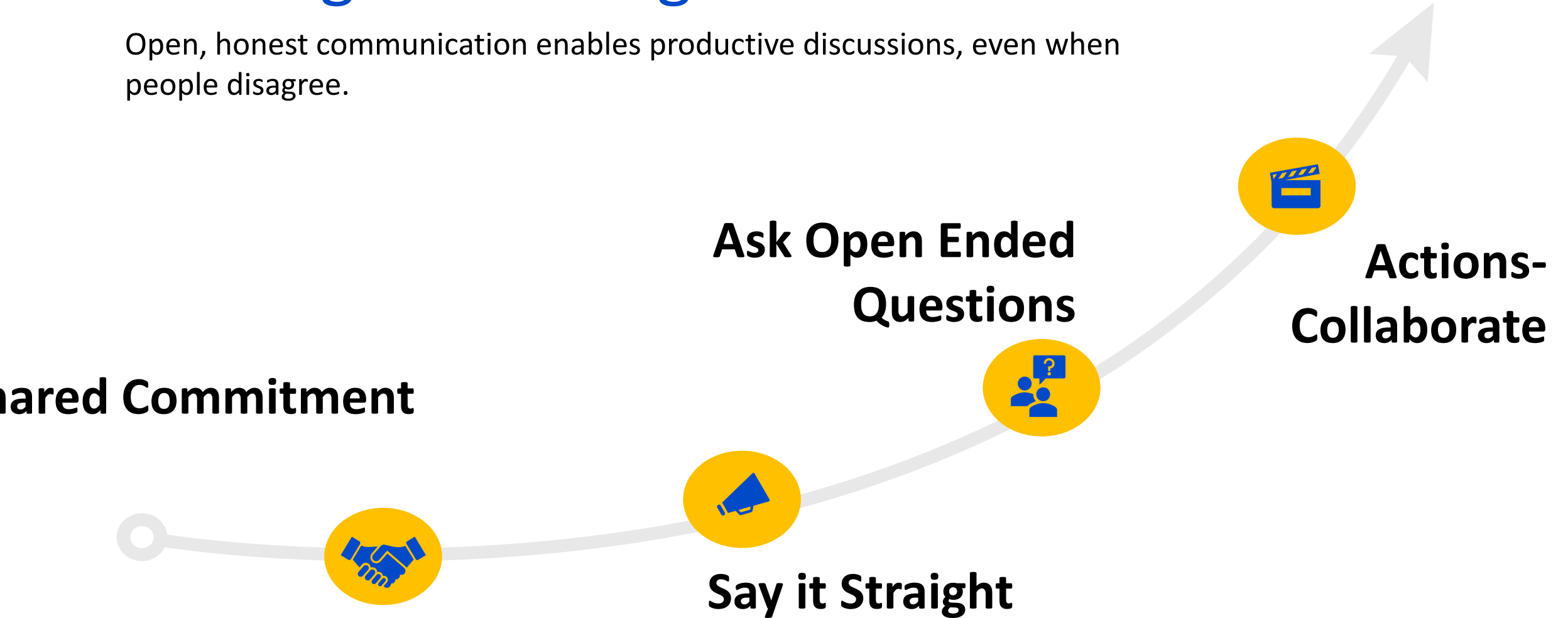
What people don't say publicly but are thinking and concerned about.

**Straight talk helps bring  
background conversations to the  
foreground**



# Leading with Straight Talk

Open, honest communication enables productive discussions, even when people disagree.



# In Summary:

- Human and organizational factors derail value capture.
- We **can** upgrade our own leadership and team performance.
- You **can** learn, practice, and apply proven leadership algorithms to:
  - **Build Trust**
  - **Active Listening**
  - **Lead with Straight Talk**

Improve results | Strengthen teamwork | Accelerate career growth





**What is one area you'll focus on?**

**What do you need in place to get started?**

**What obstacles are in your way?**

# THANK YOU!

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**Find the workbook at our Resources Hub:**

**[techleaderscoach.com/cdao](https://techleaderscoach.com/cdao)**

*Connect with Me at:*



/Bradley-Schwartz  
/TechLeadersCoach





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