

# The Changing Definition of Digital

Companies today are rushing headlong to become more digital. But what does digital really mean? For some executives, it's about technology. For others, digital is a new way of engaging with customers. And for others still, it represents an entirely new way of doing business. But such diverse perspectives often trip up leadership teams because they reflect a lack of alignment and common vision about where the business needs to go. This often results in piecemeal initiatives or misguided efforts that lead to missed opportunities, sluggish performance, or false starts.

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Source: **PwC**, 2017 Global Digital IQ® Survey; **McKinsey**, What 'digital' really means; **MIT Center for Digital Business**, The Nine Elements of Digital Transformation; **CEB**, The Digital Enterprise in 2020

