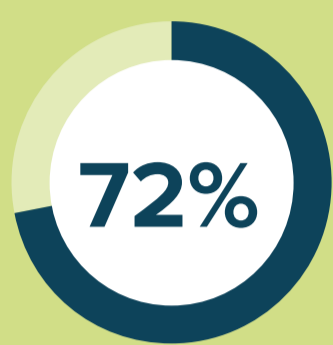


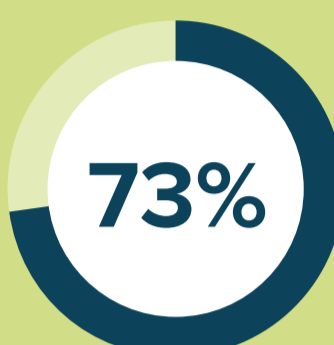
Your Roadmap to Digital Transformation

If you haven't begun your digital transformation (DX) journey yet, now is the time to start. But keep in mind, it's a marathon, not a sprint. As you begin the journey, make sure you have taken these foundational steps to ensure a successful transformation.

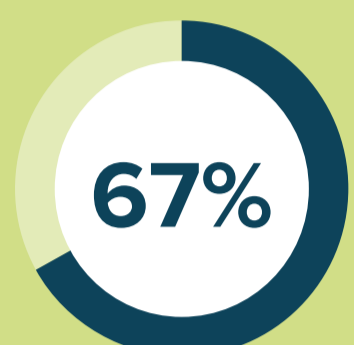
Research shows the pace of digital transformation is accelerating



of decision makers accelerated digital transformation initiatives in 2021.



of companies expect to rely more on third parties to drive digital transformation.



of DX decision makers have seen increased support from senior executives.



Clarify goals and objectives

- Define what digital transformation means for your company.
- Decide your desired business outcomes.
- Develop data-informed benchmarks based on those outcomes.

Develop open lines of communication



- Take that feedback to heart and adapt as you go.
- Provide ways to encourage and receive feedback.
- Ensure employees understand the benefits of DX.



Invest in the right digital tools

- Identify where technology can improve business processes.
- Cross-reference processes with your business outcomes.
- Vet tech suppliers to ensure your needs get met.

To learn more about how CTG can accelerate your business's digital transformation, get in touch with one of our experts today.



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