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**Digital Culture:**

**What mindset and culture does your company need to succeed after the digital transformation?**

In an increasingly digital world people are always connected - and so is your customer; they can do the research and make informed choices at all times. So, it's more essential than ever to have a strong connection to your customers and to understand their customer journey so that you can respond continuously and quickly. This requires a transition from a product-driven to a market- and customer-driven approach.

What does this mean for your organizational culture? What values, habits, visible elements and convictions does a fully digitalized organization need?

These are the top four building blocks for a successful digital culture.

**A strong corporate identity**

To transition from product-focus to customer-focus you need a strong organizational identity. This identity manifests in a clear purpose that is propagated across all levels of the organization and which gives employees a touchstone for their ideas, initiatives, and daily work. Purpose gives your employees drive and direction in their daily activities. Also essential: visible, visionary leadership that can clearly communicate this shared purpose to all team members.

Within an organization, leadership carries culture. Leaders give direction, set frameworks, and, through their behavior, embody the organization's aspirations to both employees and customers.

**Internal and external focus on innovation and renewal**

In order to remain relevant to the customer, you need to have the power to innovate; you must demonstrate creativity and the ability to turn ideas into actual products and services. This requires people who have the capacity and freedom to think outside the box, and who follow a carefully designed process that nourishes innovation. You need an environment that actively encourages thinking differently.

Learning by doing, and experimentation, must be at the core of this culture.

**Access to and knowledge of the latest technology**

Access to the right data at the right time is crucial for collecting relevant customer information; this allows you to make the right decisions. A digital culture has recognised the importance of appropriate data use and has incorporated this into the way their teams work. Most employees can use the right data for their own activities, making them less dependent on a limited number of experts.

Technology must be at a level where adjustments can be rapidly implemented. This requires employees with an inherent interest in the latest technological developments and with the skills to quickly master these advances, utilizing them for the organization.

**Continuous attention to physical and mental health of employees**

Making decisions based on the most accurate available information increases speed, uses the talent available, and simultaneously instills ownership and autonomy in your employees. This only works if an organization's leaders create a safe psychological environment, one where employees receive the trust and leeway to make decisions based on their own knowledge and skills.

In conclusion, a successfully digitalized organization must implement and prioritize rapid technological adjustments, as well as the team creativity necessary to sustain that level of adaptation. Every member of the organization must practice curiosity about the customer and about technological possibilities. Employees, therefore, must feel connected to the organization's purpose and be invested in its success; they must be passionate and must care about the organization. Employees must have the intrinsic drive to keep developing themselves and their skills within their professional field.

All of this requires a company culture that enables team members to mutually support, inspire, and share knowledge with each other. Successful leaders take responsibility for designing and maintaining this culture, through prioritizing employee health and development, and through being transparent about the visibility of this priority.