

Business Reporter: Baking change management into a digital transformation strategy

Why addressing resistance to change and engaging stakeholders are key to success

LONDON, UNITED KINGDOM, January 24, 2023 /EINPresswire.com/ -- In an article published on Business Reporter, Ian Kingstone, UK Director, Strategy & Change at Columbus explains how a sound change management strategy can ensure the success of the human aspects of a digital transformation project. Many digital transformation projects fail because too much emphasis is put on technology deployments and the redesigning of processes, while the degree to which human resistance impacts outcomes remains underestimated. To address this problem, engaging stakeholders, managing cultural change and instilling a new, digital-first mindset into employees must be at the heart of any digital transformation strategy. Explaining quick wins to staff, as well as how a digital corporate culture can offer them opportunities to be more autonomous and collaborative in their roles will invariably help businesses to retain their existing employees and attract new talent.

Change management mustn't ever be an afterthought but, rather, an integral part of the strategy from day one. It's important to identify the areas where resistance is to be expected, as well as to dig down deep to find its root causes, while also monitoring and tackling employee pain points and fears. It's also key that top management makes a compelling case for the adoption of a new mindset and corporate culture and demonstrates their true commitment to transitioning the company into a digitally enabled, efficient organisation.

To read more about change management and for a link to Columbus's report produced in association with Business Reporter on the impacts of digital transformation and how it connects to customer experience [read the article](#).

About Business Reporter

Business Reporter is an award-winning company producing supplements published in The Guardian and City AM, as well as content published on Business Reporter online hubs on Bloomberg.com, Independent.com, Business Insider Germany and Le Figaro, delivering news

and analysis on issues affecting the international business community. It also hosts conferences, debates, breakfast meetings and exclusive summits.

www.business-reporter.co.uk

About Columbus

Columbus is a global IT services and consulting company with more than 1,800 employees serving customers worldwide. It brings digital transformation into clients' businesses, helps maximise value chain and positions businesses to thrive far into the future. Columbus' innovative solutions and services portfolio 9 Doors to Digital Leadership® delivers end-to-end digital solutions like cloud ERP, Digital Commerce, Data & Analytics, and Application Management that address the lifecycle and sustainability demands of the Manufacturing, Retail & Distribution, Food, Rental & Lease and Fashion industries.

Business Reporter

Press

+ +44 20 8349 6488

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/612433110>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.