

Focusing on Proficiency and Adoption: Key Lessons from Digital Transformation Experts

Janet Robb, Microsoft digital transformation expert, emphasizes the significance of proficiency and adoption in driving positive outcomes.

COPENHAGEN, DENMARK, August 30, 2023 /EINPresswire.com/ -- As the tech community shifts its focus from technology itself to adoption and success, there is a growing realization that these factors are very important [drivers of successful digital transformation](#). By understanding and addressing the personal journey of each user, organizations can increase adoption rates and achieve their digital transformation goals.



Why are we giving people the driving lessons for our businesses and giving them just one lesson, not even giving them a test, not doing proficiency with them, and not even going back and doing checks?"

Janet Robb

In a discussion over the topic on the [Digital Adoption Talks](#) podcast, Janet Robb sheds light on the critical, yet often overlooked, role that people play in the success of digital transformation initiatives. Robb underlines the need for organizations to prioritize proficiency, benchmark success

factors, combat change fatigue, and recognize the value of change practitioners.

[The episode](#) concludes with an invitation for further discussion on digital adoption, indicating the importance of ongoing conversations and learning in this continually evolving landscape.

Laura Reininger

ClickLearn

[email us here](#)

Visit us on social media:

[LinkedIn](#)

Episode 16

Digital Transformation: What doesn't work

Janet Robb

Senior Customer Success Manager, Microsoft



What doesn't work in digital transformation -
According to Janet Robb

This press release can be viewed online at: <https://www.einpresswire.com/article/652772409>

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.