BARRIERS TO DIGITALIZING ORGANIZATIONAL CULTURE

LACK OF COMMITMENT WITH THE STRATEGY
The inactivity, inconsistencies and lack of attitude with the leaders' digitalization plan will spread to the rest of the organization.

LACK OF VISION AND LEADERSHIP
Attempts to digitize culture will fail without evangelizers to induce a change of mentality and values in the company.

LACK OF DIGITAL SKILLS
Individuals who are part of the company must master basic technologies to empathize with the values of digital culture.

POOR COMMUNICATION
Lack of dialogue or opacity in sharing information will prevent important messages from reaching the teams.

ABSENCE OF COLLABORATIVE ENVIRONMENTS
Without spaces where teams can come together and collaborate with each other, it will be more difficult to foster creativity.

FEAR OF CHANGE
A team’s resistance to change and refusal to leave the comfort zone can jeopardize the digitization of the culture.

Source: Gartner