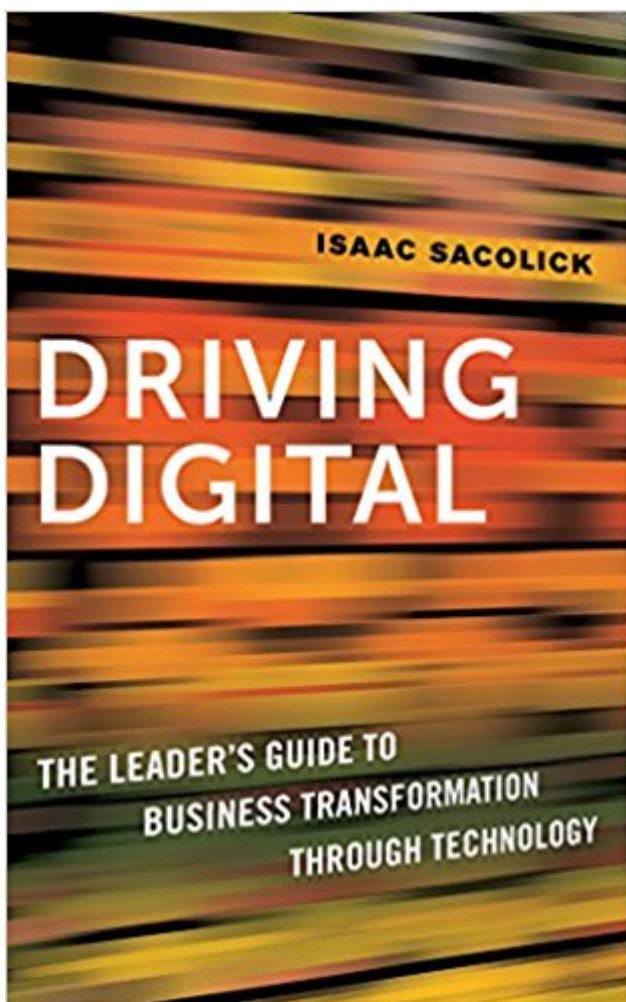The book was found

Driving Digital: The Leader's Guide To Business Transformation Through Technology

Synopsis

The race is on to become a digital enterprise.Every organization has a plan for updating products, technologies, and business processes. But that's not enough anymore. With disruptive startups outperforming industry stalwarts, executives everywhere are pushing greater growth and innovation. Staying competitive demands a complete digital transformation.For professionals charged with leading technology-driven change, the pressure is intense--and the path forward unclear. Author Isaac Sacolick has successfully spearheaded multiple transformations and helped shape digital-business best practices. Now in Driving Digital, he shares the lessons he's learned, detailing how to:Formulate a digital strategy - Transform business and IT practices - Align Development and Operations - Promote agile practices - Drive culture change - Bolster digital talent - Manage a portfolio of initiatives - Capture and track ROI - Strengthen data-driven decision making and expand data science practices - Cultivate strategic technology capabilities - Develop innovative digital products - Enable product management - Pilot emerging technologies - Become smarter faster.Every company is on the cusp of digital disruption. But with so many pieces to the puzzle, efforts often get derailed. Driving Digital is the action plan you need to take your company and career into the future.

Book Information

Audio CD

Publisher: Brilliance Audio; Unabridged edition (August 24, 2017)

Language: English

ISBN-10: 1536663409

ISBN-13: 978-1536663402

Product Dimensions: 6.5 x 1.1 x 5.5 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars   5 customer reviews

Best Sellers Rank: #1,252,951 in Books (See Top 100 in Books)   #49 inÃ Â Books > Books on CD > Computers & Internet   #345 inÃ Â Books > Books on CD > Business > Management   #684 inÃ Â Books > Business & Money > Industries > Computers & Technology

Customer Reviews

"A new guide to the digitally perplexed, written by an experienced business technology executive, provides valuable instructions on how to successfully navigate the digital tsunami." -Forbes.com

.."timely, engaging, and practical roadmap to developing and implementing digital strategies."

The race is on to become a digital enterprise.   Every organization has a plan for updating products, technologies, and business processes. But thatÃ¢ ¬â„¢s not enough anymore. With disruptive startups outperforming industry stalwarts, executives everywhere are pushing greater growth and innovation. Staying competitive demands a complete digital transformation.   For professionals charged with leading technology-driven change, the pressure is intenseÃ¢â ¬â •and the path forward unclear. Author Isaac Sacolick has successfully spearheaded multiple transformations and helped shape digital-business best practices. Now in Driving Digital, he shares the lessons heÃ¢â ¬â„¢s learned, detailing how to: Formulate a digital strategy Ã¢â ¬Â¢ Transform business and IT practices Ã¢â ¬Â¢ Align Development and Operations Ã¢â ¬Â¢ Promote agile practices Ã¢â ¬Â¢ Drive culture change Ã¢â ¬Â¢ Bolster digital talent Ã¢â ¬Â¢ Manage a portfolio of initiatives Ã¢â ¬Â¢ Capture and track ROI Ã¢â ¬Â¢ Strengthen data-driven decision making and expand data science practices Ã¢â ¬Â¢ Cultivate strategic technology capabilities Ã¢â ¬Â¢ Develop innovative digital products Ã¢â ¬Â¢ Enable product management Ã¢â ¬Â¢ Pilot emerging technologies Ã¢â ¬Â¢ Become smarter faster.   Every company is on the cusp of digital disruption. But with so many pieces to the puzzle, efforts often get derailed. Driving Digital is the action plan you need to take your company and career into the future.   --This text refers to the MP3 CD edition.

In this book, Isaac Sacolick provides an abundance of information, insights, and counsel that can help business leaders to transform their organization through technology so that it can not only survive but indeed thrive in a global marketplace that is today more volatile, more uncertain, more complex, and more ambiguous than at any prior time that I can recall.I agree with Sacolick: These leaders must be willing and able to ÃƒÂ¢Ã â ¬Ã Å"take on the challenges of driving business and digital transformation. [Organizations] need great technology leadership with a solutions-oriented team, outstanding platforms, and bulletproof practicesÃƒÂ¢Ã â ¬Ã Â¦.Businesses need practices to grow their abilities to drive decisions and create winning products by leveraging their data assetsÃƒÂ¢Ã â ¬Ã Â¦[They] also need practices to learn customer needs, track new forms of competitive offerings, and evolve online and offline customer experiencesÃƒÂ¢Ã â ¬Ã Â¦Finally, businesses need a new form of collaboration and partnership among technologies, marketers, product managers, data scientists, and key sales executives to align on strategy, partner on execution, and drive a smarter, faster digital culture.ÃƒÂ¢Ã â ¬Ã Â•Sacolick wrote this book in

order to explain, thoroughly, HOW to achieve these strategic objectives. He recommends a four-step process:1. Get the IT team ready with [begin italics] digital [end italics] practices.2. Propel investment and innovation.3. Develop the foundations for digital execution.4. Drive digital growth and culture.These are among the several dozen passages of greatest interest and value to me, also listed to suggest the scope of SacolickÃƒÂ¢Ã â ¬Ã â„¢s coverage:o Digital transformation process (Pages 1-15)o Definition of a digital business (10-15)o Agile practices (17-70)o Agile teams (21-32)o Agile planning practices (33-50)o Agile estimation (39-45 and 248-249)o Agile Operations Defined (73-88)o Agile Architecture (88-114)o IT Culture (114-121)o Agile Portfolio Management (123-154)o Data-driven organizations (155-210)o Product Strategy in Digital Transformation (217-235)o Product development and ownership (236-239)o The Cultural Underpinnings of Digital Operations (252-261)o Driving Digital ÃƒÂ¢Ã â ¬Ã â • The Lens of Smarter-Faster (261-263)One final point: In my opinion what he characterizes as ÃƒÂ¢Ã â ¬Ã Å"digital opportunitiesÃƒÂ¢Ã â ¬Ã Â• are best viewed as [begin italics] business [end italics] opportunities because their potential impact and value will be at all levels and in all areas of operation of the given enterprise.That is why I highly recommend Enterprise Architecture as Strategy: Creating a Foundation for Business Execution, co-authored by Jeanne Ross, Peter Weill, and David Robertson (Harvard Business Review Press 2006).

Driving Digital takes the complication out of reviewing and planning for your Digital Transformation. Isaac Sacolick has the ability to boiling down the requirements and pathways to move your Technology team through the difficult and often painful path of DevOps, Agile Development and guides you through the pitfalls that many thoughtful leaders run into. This is a great read for any CIO or Department Head in a Technology role as it will provide you guidance as well as reassure you that you can change your model and become more efficient setting you up for better performance over the next decade to come.

This book is compellingly written, giving fresh insight into the role of technology officers. It also provides valuable playbook-like chapters on incorporating agile practices ÃƒÂ¢Ã â ¬Ã â • the adoption of incremental solutions and constant assessment of progress. For Sacolick, such agile tech is the only way to succeed in todayÃƒÂ¢Ã â ¬Ã â„¢s version one, version two, version three, software-driven environment. To me, as a civilian technologist, Driving Digital is often revelatory as to how technology decisions are ideally fostered. It also works as an excellent complement to Scott BrinkerÃƒÂ¢Ã â ¬Ã â„¢s excellent Hacking Marketing, which last year provided insights into the

new generation of Mar/Tech.

Outstanding book by a CIO who truly understands the key issues of IT today and how to drive business results.

Great explanations and ideas of complex issues written in a way that is easy to read. Grasps the essentials of digital transformation and builds on the same with solid advice.

Download to continue reading...

Driving Digital: The Leader's Guide to Business Transformation Through Technology The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) Driving the Pacific Coast: Oregon and Washington: Scenic Driving Tours Along Coastal Highways (Driving the Pacific Coast California) The Digital Matrix: New Rules for Business Transformation Through Technology ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) The Essential Driving Guide for Italy (Essential Guide to Driving in Europe) The New IT: How Technology Leaders are Enabling Business Strategy in the Digital Age (Business Books) National Geographic Driving Guide to America, Pacific Northwest (NG Driving Guides) National Geographic Driving Guide to America, Southwest (NG Driving Guides) National Geographic Driving Guide to America, California (NG Driving Guides) The Laws of Simplicity: Design, Technology, Business, LifeDesign, Technology, Business, Life Act Like a Leader, Think Like a Leader Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Winter Driving: DVSA Safe Driving for Life Series Responsible Driving, Hardcover Student Edition (SPORTS'LIKE/RESPNS'BLE DRIVING) Driving With Care: Alcohol, Other Drugs, and Driving Safety Education-Strategies for Responsible Living: The ParticipantÃ¢â¬Â s Workbook, Level 1 Education Driving with Care: Alcohol, Other Drugs, and Driving Safety Education-Strategies for Responsible Living: The Participants Workbook, Level II Education Driving North - On the Road to Northern Alberta and the Northwest Territories: A Driving Journal Scenic Driving British Columbia (Scenic Driving Series)

Contact Us