



How do you drive a  
digital transformation  
culture?

**114<sup>TH</sup>**  
REVOLUTION

## Quick Introduction

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alteryx

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**114**<sup>TH</sup>  
REVOLUTION



## Your Automation Journey

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- |   |                                 |
|---|---------------------------------|
| 1. How do you begin your automation journey?                      | 24 <sup>th</sup> Jan 2023       |
| 2. What are the common automation use cases?                      | 18 <sup>th</sup> Apr 2023       |
| 3. <b>How do you drive a digital transformation culture?</b>      | <b>25<sup>th</sup> Jul 2023</b> |
| 4. What software tools are relevant to automation within Finance? | 21 <sup>st</sup> Nov 2023       |





## What is Digital Transformation?



The adoption and implementation of digital technology by an organisation, to change and improve operations, processes, strategies and customer experiences

### CHANGES

Create new or modify existing products, services or operations

Requires culture change to challenge the status quo, experiment and get comfortable with failure

Integrate technology into all areas of a business

### DIGITAL TRANSFORMATION

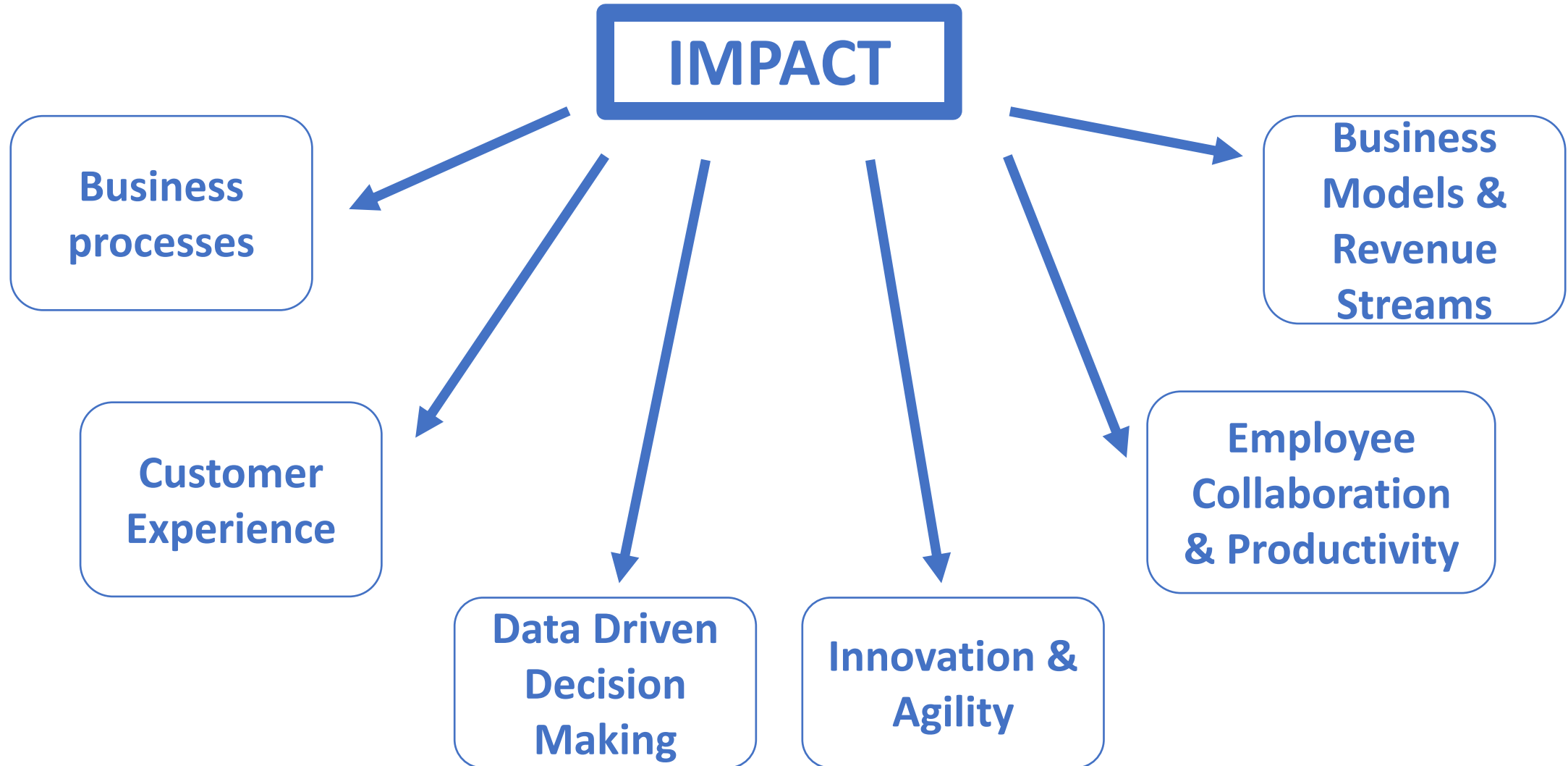
Cloud computing, big data analytics, AI, machine learning, automation, mobile apps, social media

### RESULTS

Increase value through innovation, invention, customer experience or efficiency

Creates foundational shift that enables sustainable innovation and creative growth

Shift towards data led decision making across the organisation

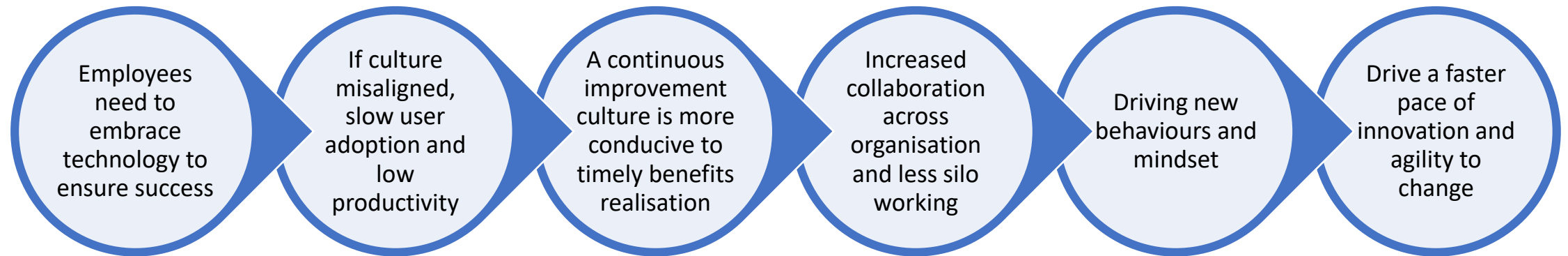


## Why is driving a digital culture so important?

### What is a company culture?

It consists of the collective attitude, behaviours, goals and practices performed by employees

#### Driving a Digital Transformation Culture:



Digital transformation is not just about technology – it's about the organisation's **ability to adapt**.  
**Culture is crucial** to the success of any digital initiative.



**A survey of 2,800 business leaders and decision-makers found that, on average, operational decisions take two days, tactical decisions seven days, and strategic decisions take 20 days. Meanwhile, only 24% of respondents are using advanced technology and analytical tools to help make these decisions more quickly and efficiently**



Steve Brodrick, Chief Transformation Officer at Alteryx





## Best Practice for Driving a Digital Transformation Culture

Clear  
Vision  
and  
Strategy

Leaders  
drive  
change

Build  
Digital  
Literacy  
& Skills

Foster a  
Culture of  
Innovation

Empower  
& Involve  
Employees

Break  
Down  
Silo's

Provide  
Resources  
& Support

Celebrate  
Success &  
Recognise  
Efforts

Continue  
Learning  
&  
Adapting



## What's Important?

### CLEAR VISION AND STRATEGY

- Clearly communicate the vision and goals of the digital transformation to all employees
  - Help them understand why the transformation is necessary
- Help them understand how it aligns with the organisation's overall strategy and future growth

#### ***For Finance Teams***

Identify the specific goals, objectives and outcomes you want to achieve through digital transformation. This provides the team with a guiding framework and helps to align their efforts towards a common purpose

### DEVELOP DIGITAL LITERACY

- Offer training and resources to enhance digital literacy
- Ensure employees have the necessary skills to leverage technology effectively – workshops, online courses, external specialised training
- Choose the right team members to become experts in new technology

#### ***For Finance Teams***

Enhance the teams understanding of digital tools, data analytics, automation and emerging technologies relevant to Finance such as RPA, APA or cloud-based financial management systems

## What's Important?

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### ENCOURAGE INNOVATION AND EXPERIMENTATION

- Foster a culture of innovation by encouraging employees to explore new ideas and experiment with digital solutions
- Embrace a fail fast mindset – learn quickly, change approach
  - Create platforms where employees can share ideas and collaborate on initiatives

### LEAD BY EXAMPLE

- Leaders need to embrace digital technologies and lead by example
  - Get hands-on with new technologies
  - Communicate digitally
- Demonstrate your commitment to the transformation
  - Share fails and learnings





## What's Important?

### EMPOWER AND INVOLVE EMPLOYEES

- Involve employees at all levels in the transformation process
- Seek input and feedback on initiatives
- Empower them to contribute their expertise and ideas
- Recognise and reward those that actively participate in the journey

### BREAK DOWN SILOS AND ENCOURAGE COLLABORATIONS

- Foster collaboration between different departments and teams
- Encourage cross-functional collaboration on digital projects
- Foster a holistic approach to the transformation
- Encourage your team to share successes with other teams / departments

#### ***For Finance Teams***

Work closely with other functions to drive transformation that has cross-functional impacts.



## What's Important?

### PROVIDE RESOURCES AND SUPPORT

- Ensure teams have access to the necessary tools and technologies required
- This may require infrastructure upgrades – minimise disruption
  - Adequate training
- Establishing support systems post training and during use

### CREATE A LEARNING CULTURE

- Encourage continuous learning and development by providing opportunities for acquiring new skills and knowledge
  - Support and implement initiatives such as online learning, mentoring and internal knowledge share sessions

#### ***For Finance Teams***

Provide opportunities for professional development – conferences, webinars, industry forums.  
Encourage team members to share knowledge and best practice with each other.

## What's Important?

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### CELEBRATE SUCCESSES AND MILESTONES

- Recognise and celebrate successful digital initiatives, milestones and achievements.
- This will create a positive culture around the digital transformation and encourage continued support

### ADAPT AND INTERATE

- Recognise that it is an ongoing process and will be constantly evolving.
- Encourage a mindset of continuous improvement and adaptation.
- Regularly evaluate progress, gather feedback and adjust the transformation strategy where needed.





## What's Important?

### KEY FINANCE SPECIFIC AREAS

#### **Streamline processes with automation**

- A great way to begin your digital transformation.
- Identify manual and repetitive finance processes that can be streamlined and automated using digital tools.
  - Automate tasks like data entry, reconciliation or reporting.
- Free up time for your team to focus on more strategic and value-added activities.

#### **Leverage Data Analytics**

- Utilize data analytics to draw insights from financial data
- Implement tools and technologies that allow the Finance Team to analyse and visualise data effectively.
- Implement reporting platforms that provide real time insights.
- Helps to enhance transparency, make data driven decisions, identify trends, detect anomalies and improve forecasting accuracy. Also facilitates better communication within the Finance team and with other stakeholders.



### Driving Digital Transformation within a Finance Team requires:

Strong Leadership

Effective communication

A willingness to embrace change

Fostering a culture of innovation



### Driving Digital Transformation within a Finance Team results in:

Increased Efficiency

Enhances Decision Making – data driven & timely

Changes the culture – agile & innovative

Opportunity for team development

Contributes / leads the way for the organisation's overall digital transformation journey

## Your Automation Journey

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## Any Questions?

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For more information:



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