

# Fostering an Innovation Culture

## Six Tips for Digitally Maturing Companies



### How do digitally maturing companies succeed?

Peter Drucker's famous quote, "Strategy eats culture for breakfast," has become a common mantra in the business world. Cultural change is especially significant for companies looking to digitally mature through innovation. Given that the Harvard Business Journal reported that 70% of organizational change initiatives fail, it is vital to ensure that you outline the best possible strategy for your company's digital transformation.

When discussing digital innovation and transformation, companies often address key technology trends necessary to support a fully-connected digital enterprise. Yet, few organizations outline cultural shifts essential to support digitally maturing operations and processes. Presented here are six tips from our team at RGBSI A&D to support a digital innovation strategy that addresses governance and culture based on two studies published by the [Institute of Electrical and Electronics Engineers](#) (2019) and [MIT Sloan](#) (2019).

**Interested in developing a holistic digital strategy that addresses technology, process maturity, and governance? Start a dialogue with our team of qualified experts.**

*"An innovative culture rests on a foundation of six building blocks: resources, processes, behavior, values, climate and success."*

+ MIT Sloan Management Review

1

**Innovate more with design thinking.** Digitally maturing companies are more likely to utilize design thinking for user-centric products and interactive teams.

2

**Invest in employees.** Digitally maturing companies are significantly more likely to investing in their employees' future competencies.

3

**Embrace partnerships.** Even if this means partnering with your competitors, collaboration can further innovation in your company's capabilities.

4

**Support cross-functional teams.** High-performing, cross-functional teams are an essential source of digital innovation that encourages greater autonomy and team-based evaluations.

5

**Establish governance.** Digitally maturing companies are more agile, but they necessitate stricter governance throughout the business transformation framework.

6

**Continuous optimization.** Whether this applies to processes or team dynamics, digitally maturing companies pursue optimization rather than using outdated processes with personality-based roles.