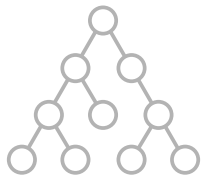


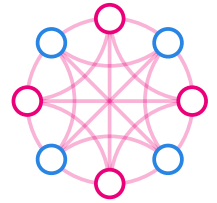
Where does your org land on the cultural continuum?

We've created this Old Way – New Way assessment to illuminate the key characteristics and differences between an old school culture and a new digital culture. Use this chart to see where your organization lies on the continuum of old to new ways of working.



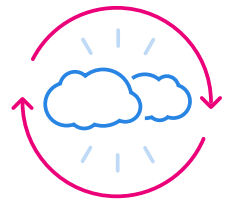
Formal hierarchical org design; functional silos; command and control operations; focus on in-house expertise

Flatter, connected, and matrixed org design; minimal hierarchy and cross-functional teams and operations; use of network of expertise – internally and externally



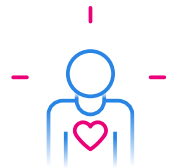
Formal backward-looking data gathering, KPIs, and reporting; reactive decision-making

Real-time data and fast insight development; frequent proactive actions and decisions



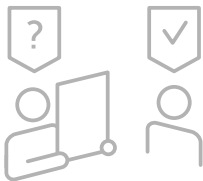
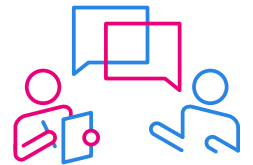
Customers are an abstraction; part of the system and considered just another cog in the supply chain

Customer-centric focus; attention on addressing customer needs, creating value for customers



Use of outside market research and focus groups for perceptions

Constantly listening to user feedback and input, then learning and quickly adjusting



Risk-averse; work and initiatives need extensive justification, formal review, and approval and take time

Encouragement and permission to explore, experiment, and test new ideas; leverage design and visual thinking for agility and effective communications



Formal channels of communication; emphasis on email and detailed slide decks

Multiple channels used for communicating, sharing, and collaborating

