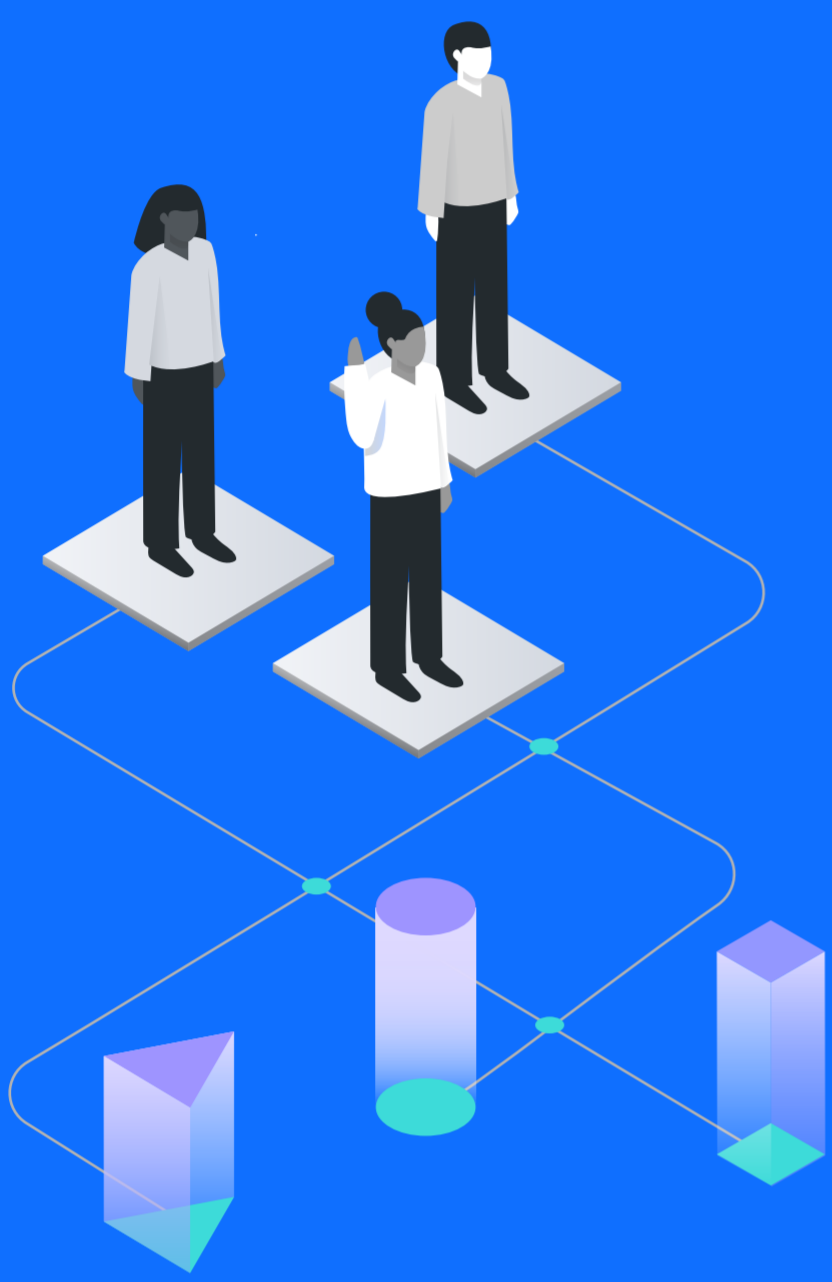# 3 Ways You Can Embrace Digital Change and Transform Culture

To meet increasing customer expectations, your organization needs high-performing individuals, teams, and programs. Otherwise, new business strategies will likely be thwarted by an inflexible operating model and lack of adaptability. Your transformation initiatives may also fail to deliver expected value due to poor execution and employee inertia.

Instead of managing resistance, digital change today means engaging and inspiring employees. Shifting your organization's mindset requires new processes along with social, mobile and data-driven tools to enable the rapid change. Most importantly, your approach must be employee-centric from idea to implementation.

Let's get started.

Optimize employee experience.

Increased customer satisfaction through improved employee experience.

Create an employee experience that engages, inspires and drives performance. Through strategic actions, such as experience & empathy mapping, collaborative knowledge sharing with a Transformation Engagement Platform and communication campaigns, you can design a personalized consumer-grade employee experience that responds to their needs.

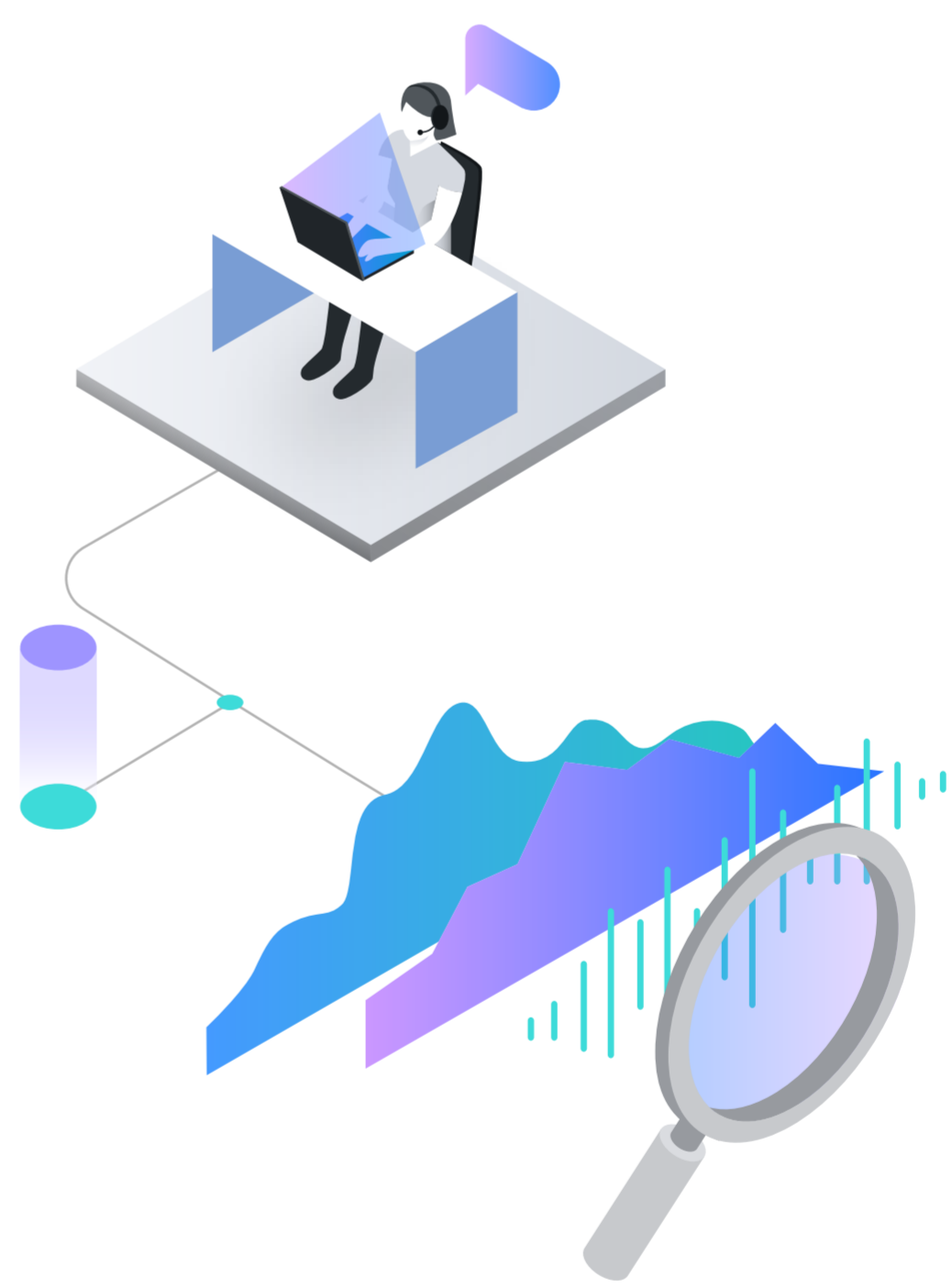**RESULT:**
12 - 34%

Amplify employee voice.

Higher shareholder return for companies with top engagement scores

Co-create with employees, stakeholders and influencers at every stage of the transformation through collaboration. Co-creation studios accelerate organizational change by understanding your employees' experiences and aligning on a shared vision of success.

RESULT:
50%

Measure the transformative value.

30 to 40%

Provide a structured, data-driven approach to measure the value of ongoing change initiatives. Your transformation dashboard connects engagement to business results.

RESULT:
Cost savings by scaling change resources

Ready to get started growing your employees and building engagement? Visit ibm.com/talent-management and begin the journey to developing an agile workforce for tomorrow.

IBM Services