Balancing the tension of focus inside and outside the organization

Balancing internal and external initiatives unleashes meaningful transformation.

94.7% say their operating models are being ‘more than slightly disrupted’ by digital

but

Almost one third (30.5%) are experiencing high levels of digital disruption in the external market and/or against customer expectations of service capabilities

(External needs + internal delivery + resource allocation)

in alignment

= value realization

Balance
• internal focus
• pursuing external needs
• short term outcomes

with
• external customer and market needs
• satisfying internal initiative prioritization
• long term value

The importance of focus
22.8% of organizations’ Chief Digital Officers agree ‘too many competing priorities’ impedes success.

Digital masters are those who can craft a delicate and thoughtful harmony between internal and external priorities.

Together we do great things

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