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GOOD READS



DIGITAL IS EVERYONE'S BUSINESS

By David Banger
BookPod, A\$39



Many senior executives understand the necessity of going digital, but making the transition from a hierarchy to an organisation where information flows around easily can seem daunting. David Banger, a chief information officer turned academic, offers practical advice, starting with developing a learning-based mindset. For leaders, this can mean admitting weakness in certain areas, which can be a painful step. Finding the most suitable digital platform is important, but having the right people in place to make it work is essential.

In many companies there will be long-serving employees who are wary of digitisation, so leaders must be able to present the advantages of the new way of working. The transition also provides the opportunity to reveal activities that are not adding value, a crucial issue in large organisations. There has to be a clear message that innovation and experimentation are critical to digitisation. Keep the information pathways simple, walk through the changes in plain language and get up to speed on the technology side, advises Banger.

He explains this concisely and systematically, with helpful tools and relevant analogies. The move to digitisation is not easy, but this book offers a useful roadmap.