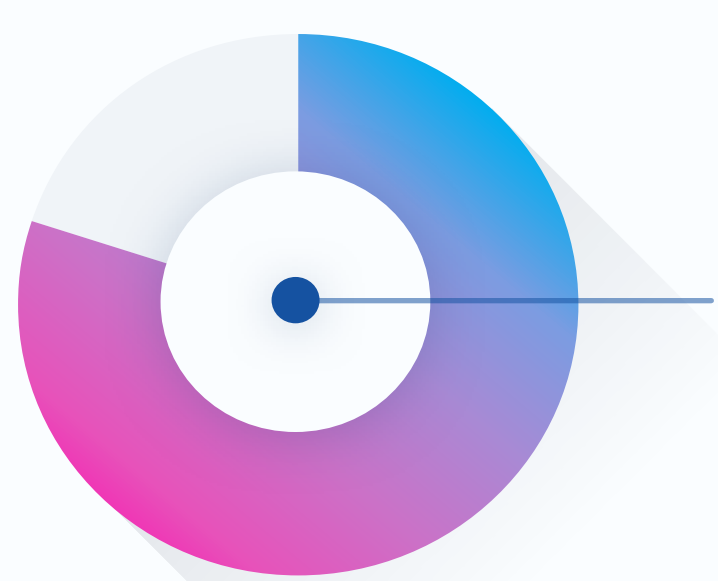


Building the Right Digital Leadership Org

Getting the right digital leadership structure is critical to enable the coming wave of digital transformations



>80%

of respondents believe **collaboration between IT and business** will be critical to the success of digitization ...

... but organizations approach digital leadership in many different ways

% of organizations with specific digital leadership roles

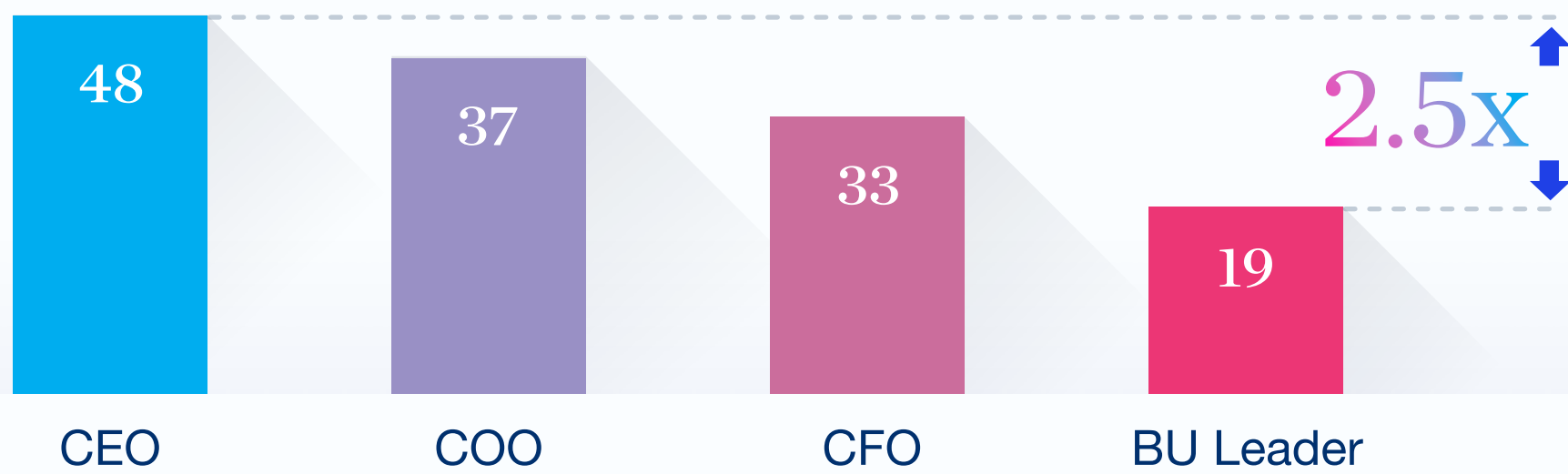


Most organizations have more than one digital leader

Regardless of your organization's structure, it's important to get four things right:

1 Digital leaders should report to the CEO

Leader who CIO directly reported to where digital transformation has been successful, % of respondents



SOURCE: McKinsey Digital Org Annual IT Survey: 2016-2017

2 Define clear lines of communication and ownership

for digital activities (e.g., eCommerce design and delivery, analytics use cases, insight generation)

3 Make IT a core component of the business workflow

to ensure that technology enables current and future business needs (e.g., include IT in business planning)

4 Reinforce the importance of digital leaders

by including them as part of the core leadership team and not just elevating them through reporting structures