

Close cooperation in the C-suite

The successful management of the digital transformation must not be left to the IT managers alone. Rather, it is a task that challenges the entire company and, in most cases, completely transforms it. Rather, it will require close cooperation between CIOs, CDOs and the entire top management and new roles such as the CTO' - Chief Transformation Officer are becoming more and more relevant.

This CTO' oversee the whole picture and consider people, culture, data, processes, leadership, technology and infrastructure in a cross-functional way, thus ensuring a seamless transformation across the organization.

Being a juggler

To become such a new Chief Transformation Officer your soft-skills, industry knowledge, change management and overall leadership experience are more important than a particular skillset. This role must juggle numerous roles in order to ensure a seamless transition and could be seen as overlapping efforts and a balance of various key roles like:

- Visionary and Storyteller
- High level orchestrator
- Customer Advocate
- Corporate Architect
- Bridgebuilder / Collaborator
- People Manager
- Innovator
- Role Model
- Bookkeeper



A new role in the C-suite

In order to stay relevant, business need to be constantly evolving, the C-suite ever changing and expanding. In future, if organization are facing huge transformational processes, they should think about a new role – the Chief Transformation Officer who is particularly valuable to large organization with complex structures and hierarchies. Effective CTOs inspire employees and act as role models for the sort of behavior needed to encourage and embed change.

For a successful digital transformation, you need transformation managers who are able to lead and oversee the big picture with strategy, business model, technologies, stakeholders, processes, structures, culture and leadership.