THE CHIEF DIGITAL OFFICER

IN ORDER TO SUCCEED, THE CDO HAS TO FACE AND MANAGE SEVERAL PARADOXES...

- IN RESPONSE TO THE CHALLENGE OF THE BUSINESS WORLD BEING TRANSFORMED BY TECHNOLOGY, A NEW CDO ROLE HAS EMERGED.
- THEY ACT AS THE INTERFACE BETWEEN THE ORGANISATION AND ITS ENVIRONMENT.
- THEY HAVE TO WEAR DIFFERENT HATS...
- INTEGRATOR - WHEN TALKING TO DIFFERENT AUDIENCES!
- TRANSFORMER
- CHANGEMAKER
- WHEN TALKING TO DIFFERENT AUDIENCES!

THEIR ROLE IS TO TRANSLATE TECHNOLOGICAL AND MARKET TRENDS INTO ORGANISATIONAL CAPABILITY.

- THE CDO'S ROLE IS TO BE BOTH INSIDERS AND OUTSIDERS.
- ON ONE HAND LOOKING INSIDE THE ORGANISATION TO IDENTIFY MARKET TRENDS AND SOLUTIONS, AND ON THE OTHERSIDE WORKING INSIDE TO EFFECT CHANGE.
- COLLEAGUES CAN TEND TO MINIMISE THE ROLE.
- CDO'S REPORT FEELING BOTH OVERHELMED AND EXCITED.

THEY MUST STAY JARGON FREE ON THE WAY OF CHANGE.

- THEY MUST MAKE SURE THEIR BOSSES UNDERSTAND THE DIGITAL FUTURE.

A CDO MUST BE A PROTAGONIST, THEIR WORK MUST STAND FOR SOMETHING.

IF THEY ARE SUCCESSFUL, THEY WILL MAKE THEMSELVES OBSOLETE.

- DESPITE THE JOB TITLE, THE ROLE IS REALLY ABOUT CHANGING PEOPLE, PROCESSES, AND CULTURE.

TO SUCCEED, THE CDO HAS TO DRIVE TRANSFORMATION FAST WHILE LETTING THE ORGANISATION BELIEVE IT IS EVOLVING GRADUALLY.

- THERE IS NO SHARED UNDERSTANDING OF WHAT THE CDO'S ROLE UNDOUBT

YOU'VE DONE AN EXCELLENT JOB!

SO WHAT ARE YOU GOING TO DO NEXT?

COME ON, COME ON!

THEY STRUGGLE WITH BOTH EXTERNAL PRESSURE TO CHANGE AND INTERNAL APATHY.

OH YEAH - ARE YOU THE GUY WHO KIPT OUR FACEBOOK PAGE?

CAN YOU HELP ME Sink MY SMARTPHONE?

ANALOGUE PAST -