Leading the Digital Transformation

Download *IESE Insight* No. 18 (Q3 2013) on Leading the Digital Transformation.



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This magazine is designed to help managers understand the various dimensions of digital transformation, and learn which skills are needed to navigate the seas of change successfully.

- **Evgeny Kaganer, Javier Zamora and Sandra Sieber** synthesize the qualities,

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practices and approaches of the digitally minded leader, suggesting at least five important dimensions that make up the digital mindset.
- **Andy Rowsell-Jones** presents models to help companies combine their physical and digital resources in innovative ways that create new capabilities, value and revenue.
- **Paul M. Leonardi, Diane E. Bailey and Stephen R. Barley** discuss different types of virtual work arrangements, cautioning about the impact of virtual work on organizational processes.

Elsewhere in this magazine:

- **Kirstie McAllum** examines conflict management systems to reduce, mitigate or resolve conflicts, while boosting a sense of commitment.
- **Jaume Ribera** draws from healthcare initiatives in Europe and the United States to outline the basic steps to follow to ensure a better quality of life for your own innovation efforts.

We interview **Jane Fountain**, Managing Director of Harmony, who shares her perspectives on global brand-building and how to succeed in China.

In our case discussion, three executives explore innovation, entrepreneurship, partnerships, scale and data management as **Vodafone** enters the Ghana market.

And finally, **Gabe Zichermann** believes workplace gamification holds the key to reengaging and motivating people in a world where fun and competition are the name of the game.

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