

Strategy, Organizational Culture and People

SUMMARY

In an environment of constant, rapid change and high competition, for your company to survive and grow, it must transition from traditional manufacturing models to Industry 4.0 data-driven business practices by deploying a Digital Transformation strategy with clear goals, timelines, action plan and budget. Internally, you need to build awareness, digital skills, and a culture shift. Externally, you need to engage partners to foster collaboration and innovation.

Then, as your company advances in its Digital Transformation process, you need to evaluate your how digitally mature your company becomes by measuring key dimensions and variables in your strategy and organization.

LEARNING OUTCOMES

- **Define Digital Transformation Strategy goals**
- **Train digital skills**
- **Lead corporate culture change**



TOPICS

- Defining and deploying you company's Digital Transformation Strategy
- How can your company adapt to a rapidly changing environment and marketplace
- Shared corporate values and culture aspects that may enable the company to transition to a data-driven Industry 4.0 business model
- Digital and communication skills training your workforce needs for this change
- Using a Digital Maturity Model to evaluate the progress of your Digital Transformation process by measuring key dimensions and variables in your organization

TAKEAWAYS RELATED TO THE FURNITURE INDUSTRY

Need to shift your business model to Industry 4.0, your company needs to define a business case, Digital Transformation strategy with goals, an action plan and budget.

Internally, you need to build awareness, capacity and culture shift to abandon traditional manufacturing models, prepare for and adapt to constant change. Externally, you need to engage an ecosystem of partners to foster collaboration and innovation.

ADDITIONAL MATERIAL

- [Industry 4.0 Readiness Online Self-Check for Businesses](#)
- [Cap Gemini: Digitizing Manufacturing: Ready, Set, Go!](#)
- [McKinsey & Company. INDUSTRY 4.0. How to navigate digitization of the manufacturing sector. 2015](#)
- [Gonçalves Machado, Carla & Winroth, Mats & Carlsson, Dan & Almström, Peter & Centerholt, Victor & Hallin, Malin. \(2019\). Industry 4.0 readiness in manufacturing companies: challenges and enablers towards increased digitalization.. 81. 1113-1118. 10.1016/j.procir.2019.03.262.](#)