

Digital Mindset in the Baltic Sea Region (and elsewhere....)



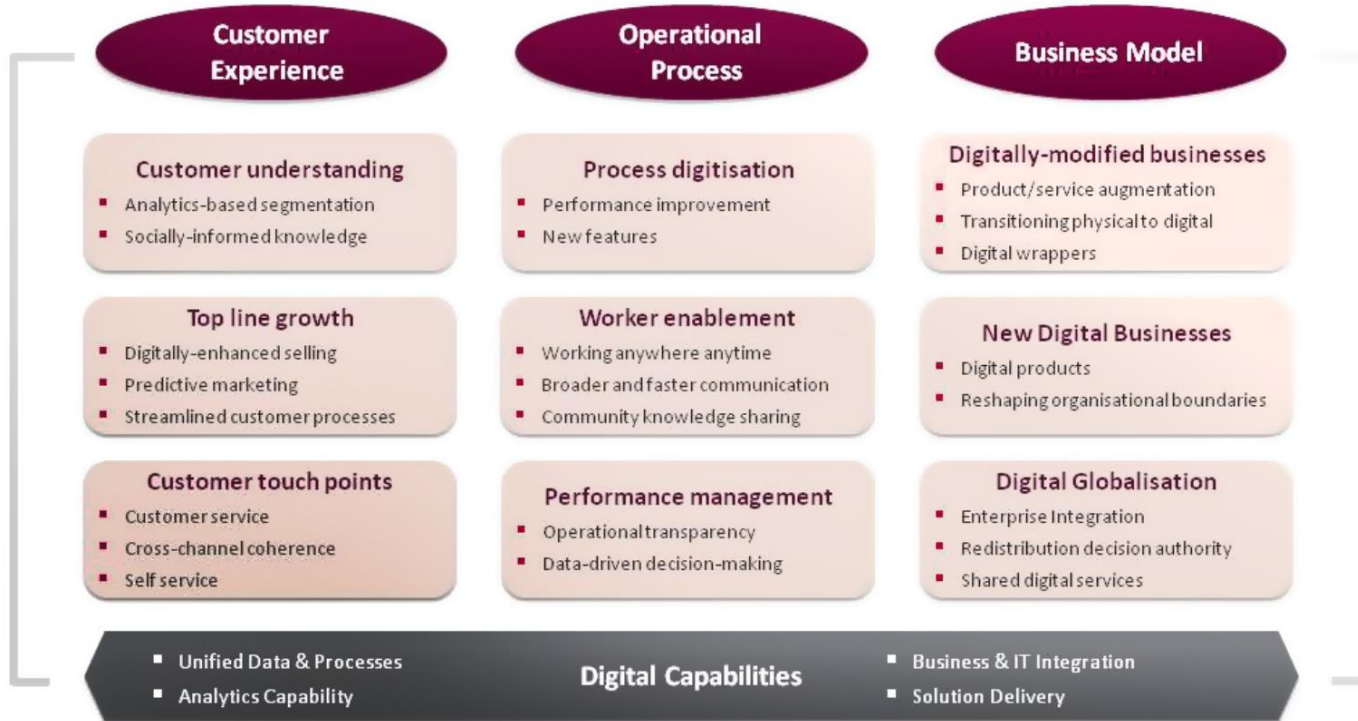
Kiel, September 2018

Ein Unternehmen der Vater Gruppe

DICIDE
So arbeiten wir morgen

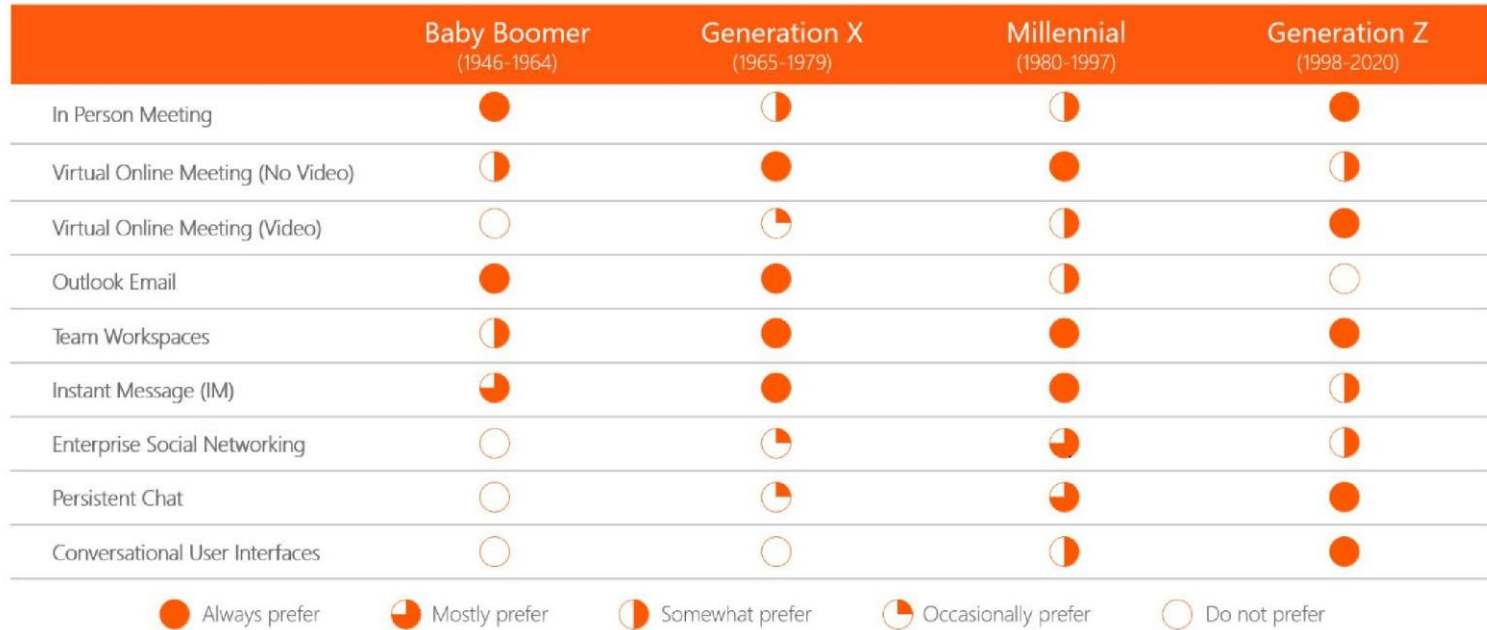
Why is a Digital Mindset important?

It drives Digital transformation....



Do we understand our organization?

Significant differences between generations....



Not everything is about Hard- & Software?

Culture in the organization makes a huge difference....



Vision

- Business leaders need to **outline a digital** vision that will be able to **inspire and motivate a workforce**. Everyone should understand what it is the enterprise is trying to achieve.

Metrics

- Business leaders need to create a set of **metrics** that they can **measure progress against** and monitor how, or if mindsets are changing.

Implement

- **Human resources** need to monitor performance and assess how **workers are responding to digital changes**. HR should also be involved in assessing the viability of the given metrics

Patience

- Business leaders should **not expect immediate results**. Change takes time and leaders need to give employees time to understand the new message and take it on board.

(Gartner, 2018)

How can the Baltic Cities contribute?

Largest roadblock within nearly all organizations – People!



Germany lacks about 55.000 IT-specialists. (bitkom,2018)

Danish Government: Denmark will lack about 19.000 IT-specialists in 2030. (Ministry of Commerce)

Finland will lack about 15.000 software developers in 2020

Sweden, the Baltic countries etc. is most likely no different

Imagine a Silicon Valley of IT education in a city in each country!

A place where the majority of well educated IT staff graduated! A city that would transform its educational system to become leading within IT.

Dicide's contribution to Digital Mindset

The „Digital Challenge“ competition...

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Your Company is challenged: Participate in Digital Challenge!
You can only learn from it! Join at; <https://www.my-digital-challenge.com/>