

# The EMPOWER Process

7 steps to help SMB leaders select the right business management solution

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## Step 1: Envision Digital Transformation

Define and prioritize your digitalization strategy, identifying the problems you wish to address and the business outcomes you will achieve.



Although 87 percent of senior business leaders say digitalization is a company priority, only 40 percent have brought digital initiatives to scale.<sup>1</sup>

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## Step 2: Manage Change

Assign an executive sponsor and create a plan to manage change and increase adoption.



Over 70 percent of transformational change efforts fail due to lack of sufficient leadership, communication, and organization-wide buy-in.<sup>2</sup>

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## Step 3: Partner Selection

Determine the right partner to ensure your success from start to finish.

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## Step 4: Outcome Mapping

Create process maps that align to expected business outcomes for each team and department.



Seventy-six percent of executives agree that organizations need to dramatically reengineer the experiences that bring technology and people together in a more human-centric manner.<sup>3</sup>

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## Step 5: Write a Business Case

Outline the case for change, detailing the expectations, return on investment (ROI), and timeline.

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## Step 6: Embrace Digitalization

Help your people see the value in digital transformation by creating immersive experiences that promote adoption of new technology and processes.



Companies move twice as fast on digital transformation when there is a shared understanding—among senior leaders, strategists and the organization as a whole—of the digital path ahead.<sup>4</sup>

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## Step 7: Realize Results

Digital transformation is a journey, be sure to set clear milestones, measure results, and celebrate successes along the way.

Learn more: Read the [Savvy SMB Leader's Buyers Guide to Selecting a Business Management Solution](#)

<sup>1</sup> *Digitalization strategy for Business Transformation*, Gartner, 2020

<sup>2</sup> *Why Do Change Programs Fail*, Forbes, 2019

<sup>3</sup> *Tech Vision 2020: We The Post-Digital People*, Accenture, 2020

<sup>4</sup> *Speed Up Your Digital Business Transformation: Gartner Executive Guidance Q1 2019 Edition*, Gartner, 2019