



# DIGITAL TRIAHLETES

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# THE DIGITAL LEADERSHIP

The time to focus on and leverage the Digital agenda is now. Never we have seen when the entire world in concert move so many activities on line. Some have been proven that this is a lifeline for the organization to survive and people to keep their jobs. The question is what does it take to run a rapid digital transformation ?

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# WHAT IS DIGITAL LEADERSHIP ?

It is loosely translated to “Digital leadership is the strategic use of a company's digital assets to achieve business goals. Digital leadership can be addressed at both organizational and individual levels”

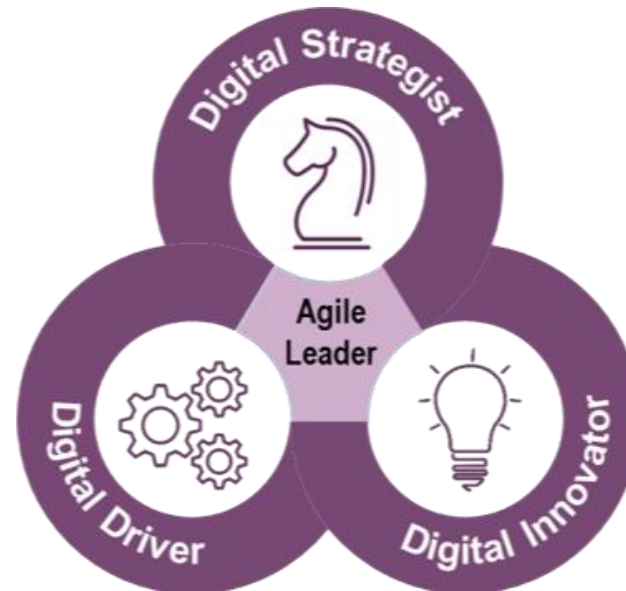
However this is far from the truth... let us now explore how this leadership role have now transform to a Digital Triathletes and why we need them ?



# DIGITAL TRANSFORMATION HEADWINDS

- Thinking “digital” is someone else’s job
- Waiting for everything to be perfect to act.
- Thinking digital is only about efficiency versus enabling innovation

# DIGITAL TRIATHLETES



To overcome these headwinds and thrive in today's extremely dynamic, uncertain environment, Digital leaders must turbocharge their skills for the future. They must become what we call digital "triathletes," playing a unique three-part role of digital *strategist*, *innovator*, and *driver* – to be able to navigate and thrive in fast changing digital world.

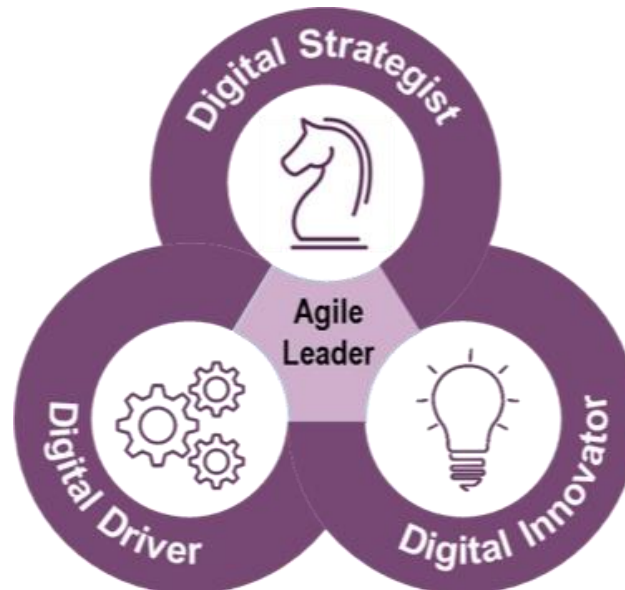
# DIGITAL TRIATHLETES

## Digital Strategist

Stays Ahead of the emerging trend  
and technologies

## Digital Driver

Build Trust and enable Rapid  
Action & Execution



## Digital Innovator

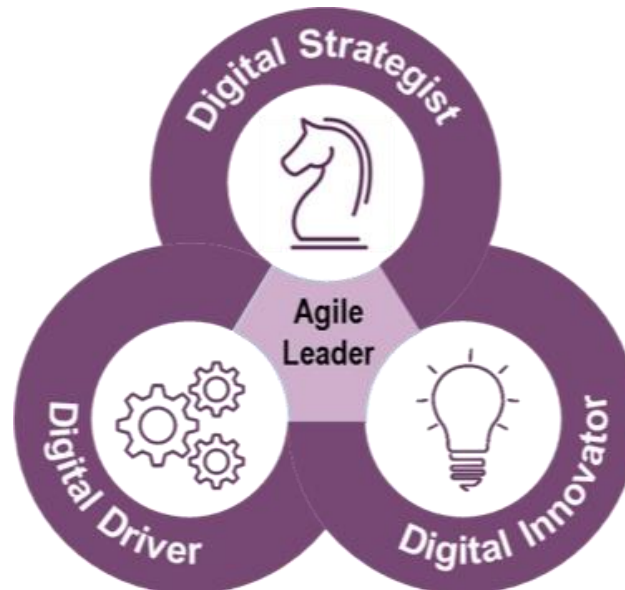
Disrupting the status quo and  
moving the organisation to the  
vision



# DIGITAL TRIATHLETES FOCUS

Digital Strategist  
Strategic Foresight  
Customer Focus  
Visionary Leadership

Digital Driver  
Strategic Collaboration  
Change Leadership  
Rapid Execution



Digital Innovator  
Innovation Enablement  
Talent Ecosystem Development  
Data Literacy



# THE DIGITAL TRIATHELETS

This is an opportunity for leaders to set the example by embracing the current situation as an opportunity to reinvent themselves as digitally aware leaders and help their teams see the opportunity amidst the chaos. This will help every leader, no matter where they sit, realize that being a triathlete and building digital dexterity is more than just physical training. It's the mindset to win under any conditions. Even this pandemic



A word cloud on a dark blue background. The central text is 'Q&amp;A' in large, white, bold letters. Surrounding it are various question words in different colors (yellow, green, blue, orange) and sizes. The words include: 'What?', 'Where?', 'When?', 'How?', 'Who?', 'Why?', 'Where?', 'When?', 'How?', 'What?', 'Where?', 'When?', 'How?', 'Who?', 'Why?', 'Where?', 'When?', 'How?', 'What?', 'Where?', 'When?', 'How?', 'Who?', 'Why?'. The words are arranged in a circular pattern around the center, with some words appearing multiple times.