# Digital to the Core: Remastering Leadership for Your Industry, Your Enterprise, and Yourself

*By Mark Raskino, Graham Waller*



**Digital to the Core: Remastering Leadership for Your Industry, Your Enterprise, and Yourself** By Mark Raskino, Graham Waller

There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

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**Digital to the Core: Remastering Leadership for Your Industry, Your Enterprise, and Yourself By Mark Raskino, Graham Waller Bibliography**

## Editorial Review

Review

"With deep insights and strong take-aways, this is the playbook for surviving and prospering during the continuing digital revolution." – **Terry Jones**, founder Travelocity.com, founding Chairman Kayak.com

"As digital technologies penetrate into almost all products and services, they become more disruptive in every industry. Knowing that is easy; understanding and leading the required change is hard. *Digital to the Core* is a book that will help leaders find their pathways to success." – **Don Tapscott**, author of *Wikinomics* and, with Alex Tapscott, the forthcoming *Blockchain Revolution*

"Since leading a digital transformation in the airline industry, many C-level executives have asked me how they can generate similar transformation in their business. *Digital to the Core* lays down a solid framework with actionable takeaways for leaders to drive this change." – **Glenn Morgan** FBCS, Head of Digital Business Transformation, International Airlines Group.

"If the digital revolution has not yet hit your business, it soon will do. The authors argue the case for not just navigating digital business, but for embracing it and offer helpful frameworks for all senior executives in rising to the challenge." – **Michael Earl**, Emeritus Professor of Information Management, Oxford University

"It's too late to catch up with digital, but it's a great time to leapfrog. This book gives you practical clues about which way to jump." – **Bob Johansen**, author and Distinguished Fellow, Institute for the Future, Palo Alto, CA

"Using the power of technology, the internet and the internet of things new competition pops up from the most unexpected corner, requiring traditional companies to reinvent themselves to survive. This book provides excellent thought provocation and frameworks to start this journey towards a sustainable digital business." – **Sabine Everaet**, Europe Group CIO, The Coca-Cola Company

"In *Digital to the Core*, the authors expertly challenge us to understand that never before have we grappled with strategic, cultural, and market force changes so significant. Every business model is being upended. Every customer expectation is rising to new heights. The digital revolution is underway and survival requires way more than surface level tactics." – **Rob Carter**, CIO, FedEx Corporation

About the Author

**Mark Raskino** is a Distinguished Analyst and Gartner Fellow in Analyst in Gartner's Digital Business Leadership research team. Mr. Raskino works primarily with CIOs and CEOs. He covers business and technology macro trends and their implications for business strategy and technology management. Mr. Raskino's research includes Gartner's Annual CEO Survey, CIO Resolutions and CEO Resolutions. He is co-author with Jackie Fenn of *Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time* (Harvard Business Review Press, 2008) and is an accomplished and frequent keynote speaker.

**Graham Waller** is a Vice President and Analyst in Gartner's Digital Business Leadership research team.

Mr. Waller works primarily with CIOs and executive-level digital leaders with emphasis on contemporary leadership and realizing business value via technology. He is a coauthor of the *The CIO Edge: Seven Leadership Skills You Need to Drive Results* (Harvard Business Review Press, 2010). Waller is also coauthor of Gartner's 2014 CIO Agenda: "Taming the Digital Dragon" and the 2015 CIO Agenda: "Flipping to Digital Leadership." Additionally, he serves as faculty member on Gartner's CIO Academy and is a sought after speaker.

## Users Review

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**Diane Morgan:**

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