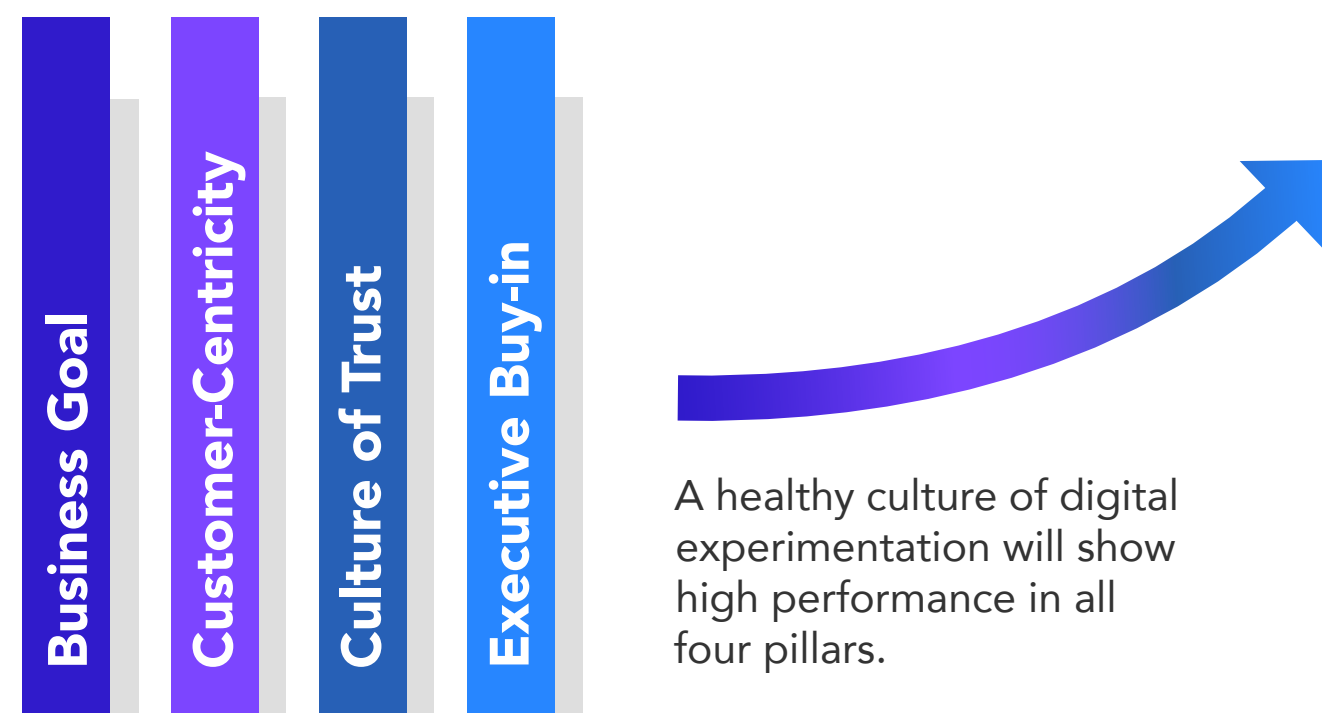


Four pillars underpin a healthy culture of digital experimentation.



#1

Business goal

North Star metric, overall evaluation criterion (OEC), or just simply, a goal, every business must have a business goal in order to craft a strategy and allocate resources. Without one, businesses drift and/or wither. The best business goals simply answer how their service or product solves a customer problem.

#2

Customer-centricity

Equipped with a clear goal, businesses still face a myriad of strategies and choices. Yet, one constant remains: their target customer. By putting the target customer's needs ahead of everyone else's in the organization, customer-centricity diminishes internal politics and the HIPPO effect. Business decisions are made based on how the action will influence the target customer's behavior.

#3

Culture of trust

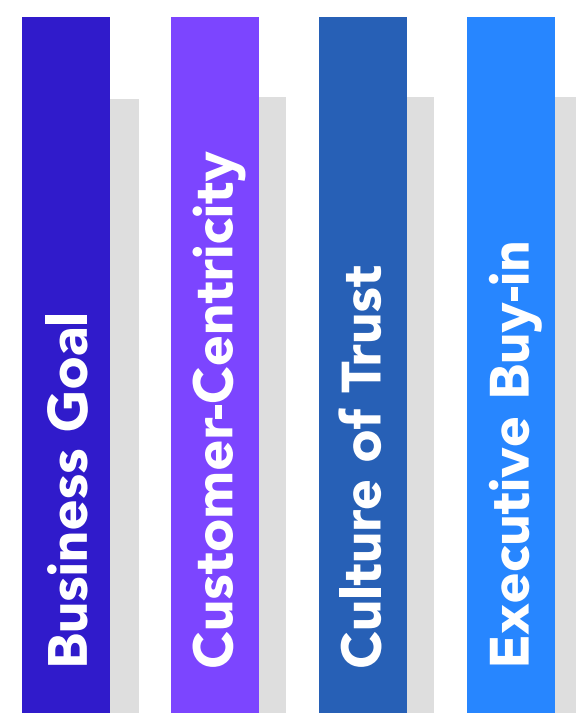
Innovation and business growth come from change. Change always is risky. If an organization does not trust their employees, then they will not take risks. Without taking any risk, there can be no change. Innovation and business growth will struggle in this setting. Successful organizations empower their employees to take calculated risks – to achieve objectives aligned to their guiding business goal.

#4

Executive buy-in

Critical to achieving movement with speed and coordination i.e. agility is breaking down the silos that prevent companies from delivering comprehensive customer-journey solutions, which delight customers, not piecemeal fixes. To break down silos, marshal resources, move with speed, and provide "air cover," executives must understand and champion digital experimentation, a practice singularly focused on delivering growth and innovation.

The four pillars of culture are critical to powering agility and growth.



The four pillars underpin a healthy culture of digital experimentation, supporting innovation and business growth.

Experimentation harnesses agility to create growth

Whether a startup or an incumbent corporate market leader, rapid technological advances require that all companies move with intelligence, speed and coordination to be competitive. Digital experimentation mechanizes innovation and business growth by adhering to agile product development best practice, drawing customer insights from data, and measuring success by the ability to affect and understand customer behavior.

Waterfall projects struggle to deliver growth

“Redesign” projects trap valuable resources preventing growth. Many outright fail. Those that succeed are unable to determine what positively affected their customers.

