Digital checklist

☐ Ignore the jargon

☐ Define the outcomes

☐ Discuss and Discover are your two biggest allies

☐ Models are there to be broken

☐ Set your own pace, style and culture

☐ Set your workforce free

☐ Understand what you currently have

☐ Know the skill level of your teams

☐ Engage with IT

☐ Know your business strategy, the digital strategy will follow

☐ Efficiency, Efficiency, Efficiency

☐ Lead by actions

☐ Don't believe the hype

☐ Find your own way

☐ Ask for help when you need it

☐ If you don't understand, say so

☐ Never stop learning, technology changes fast

☐ Be open

☐ Help customers to help themselves

☐ Automate the distractions

☐ Think Different

☐ Be Efficient

☐ Work Together