BARRIERS TO DIGITALIZING ORGANIZATIONAL CULTURE
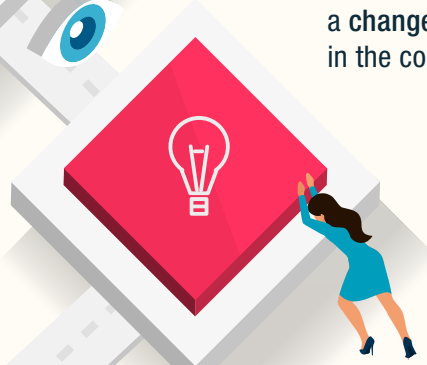
LACK OF COMMITMENT WITH THE STRATEGY

The inactivity, inconsistencies and **lack of attitude** with the leaders' digitalization plan will spread to the rest of the organization.
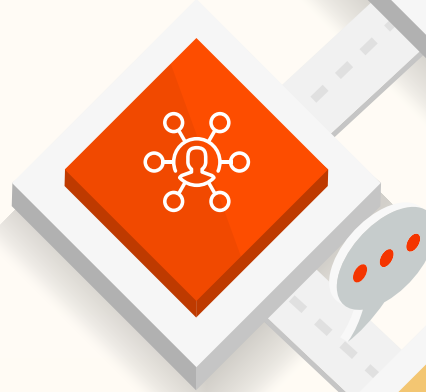
LACK OF VISION AND LEADERSHIP

Attempts to digitize culture will fail without evangelizers to induce a **change of mentality** and values in the company.

LACK OF DIGITAL SKILLS

Individuals who are part of the company must **master basic technologies** to empathize with the values of digital culture.
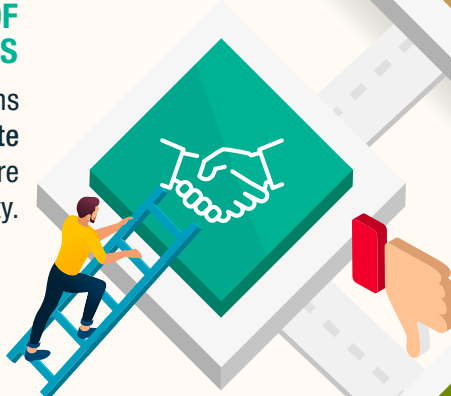
POOR COMMUNICATION

Lack of dialogue or **opacity in sharing information** will prevent important messages from reaching the teams.
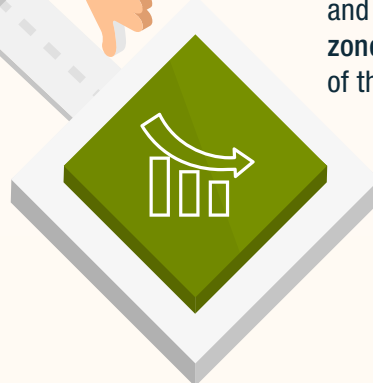
ABSENCE OF COLLABORATIVE ENVIRONMENTS

Without spaces where teams can come together and **collaborate with each other,** it will be more difficult to foster creativity.

FEAR OF CHANGE

A team's resistance to change and **refusal to leave the comfort zone** can jeopardize the digitization of the culture.

Source: Gartner