

# Barriers to digitalizing organizational culture

1

## 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.

2

## Lack of vision and leadership

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

3

## Lack of digital skills

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

4

## Poor communication

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

6

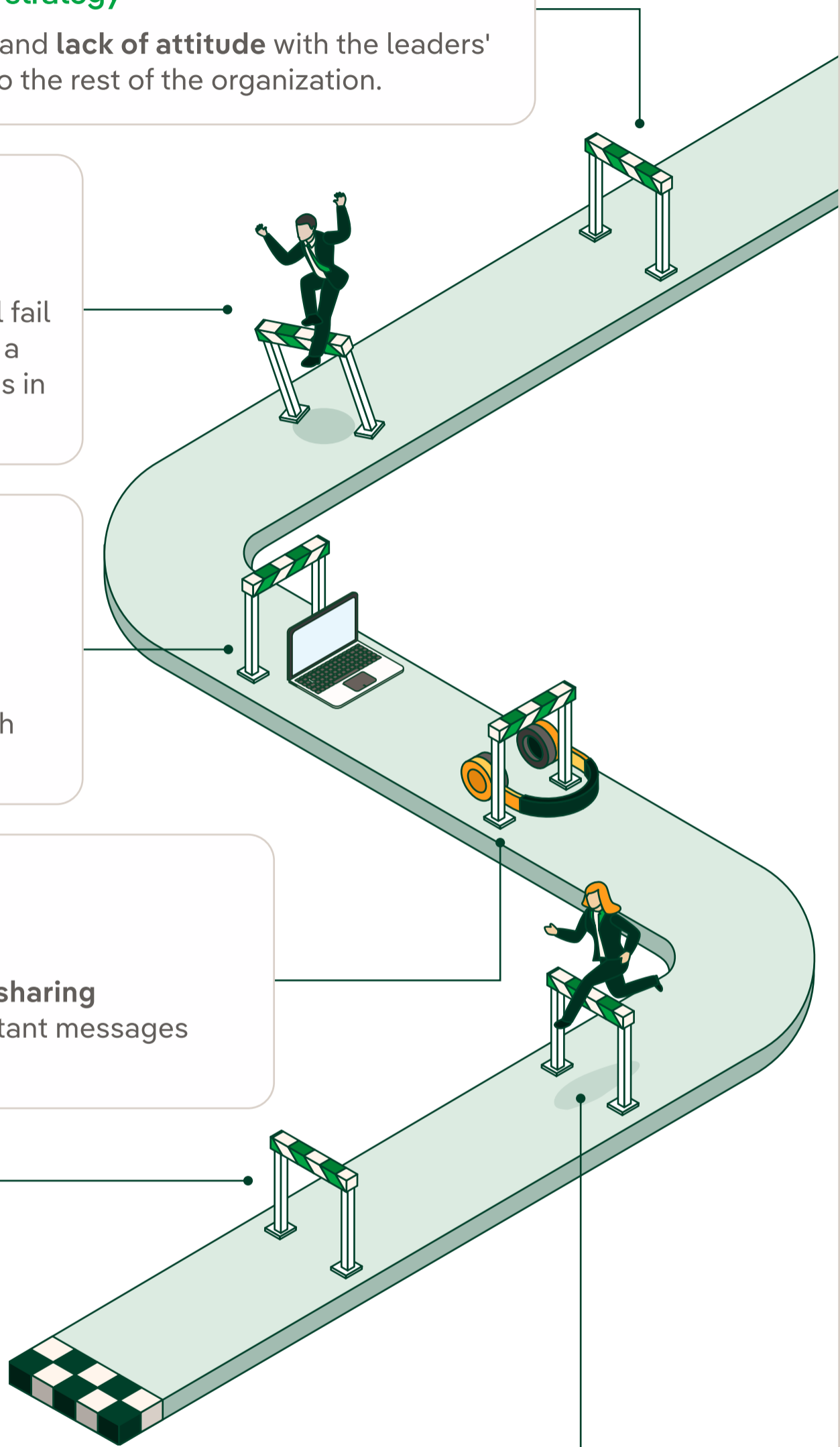
## Fear of change

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

5

## Absence of collaborative environments

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



Source: Gartner