The next-generation executive:

How strong leadership pays off in the digital economy

Oxford Economics and SAP recently surveyed more than 4,100 employees and senior executives around the world. Our analysis identified a group of companies with superior leadership strategies for the Digital Era.

These organizations—we call them Digital Winners—outperform their peers by several important metrics, in areas from human-capital strategy to the use of technology—and are seeing big payoffs as a result.

But many companies have far to go before they reach Digital Winner status. What do the laggards need to do to catch up?



MOST COMPANIES ARE UNPREPARED TO LEAD CHANGE FOR THE DIGITAL ECONOMY 16% 55% 48% 50%

of executives
qualify as Digital
Winners

of executives
say decisions are datadriven or can be mapped
to company strategies;
just 46% say they are
made in real time.

of employees
say leadership
at their company
is prepared to
manage a diverse
or global workforce.

of executives
say their company
devotes resources
to training the
next generation of
leaders.

of executives and employees say up-to-date technology is available to all employees.

IT PAYS TO BE A DIGITAL WINNER

Emphasize transformation readiness and strategic use of technology



Stronger financial performance

76% of Digital Winners

55% of others

report strong revenue and profit growth



More effective diversity strategies

56% of Digital Winners

48% of others

understand the value of diversity and are taking steps to build it



Happier, more engaged employees

87% of employees from Digital Winners

63% of employees at other firms

are satisfied with their jobs



A stronger leadership pipeline

75% of employees from Digital Winners

54% of employees at other firms

would stay at their jobs if offered the chance to leave

FIVE KEYS TO BECOMING A DIGITAL WINNER

- 1. Focus on digital transformation
- 2. Reduce complexity and bureaucracy
- 3. Bring decision-making into the digital era
- 4. Update training and development
- 5. Build a diverse, inclusive culture and environment

To learn more, visit www.successfactors.com.



