

# Why digital transformation is failing...

It hasn't even begun yet.

## 1 trillion

This year close to 1 trillion GBP is being spent on digital transformation.

## 13.2 million

When you search "what is digital transformation" Google delivers 13.2 million results.

## 80% failures

Around 80% of all digital transformation projects fail.

Very few know what they are doing.

Most have no clue.

In 2017.

## The big misunderstanding

Digital transformation has only partly to do with 'digital' and 'transformation'.

It has more to do with creating an organisation that thrives in constant change, uncertainty and dealing with new technology.

Creating that organisation starts with culture and people.

At our webinar we will be exploring the real 'jobs to be done' within digital transformation from an executive level.

Webinar hosts Ravi and Rasmus have complimenting perspectives on digital transformation. Ravi is a Director at Four Points, he has serious experience in delivering large scale change programmes with brands like ebay, Santander and G4S. Rasmus is the Co Founder of Human&Kind a future design and culture agency, he is a Futurist with experience in transformation, technology, people, entrepreneurship and communication.

**Bring a curious mind and come join our 45 minute webinar at 8 a.m. GMT/UTC on Friday 3rd November.**

**Just email [yourjourney@fourpoints.net](mailto:yourjourney@fourpoints.net) to register.**

*Ravi and Rasmus*

*(A Four Points and human&kind collaboration.)*



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