

# Execute Your Digital Transformation Strategy

by increasing Cross-Functional Business Acumen and Empathy and decreasing Silo Thinking

**Cross-Functional Business Acumen in the Digital Transformation Age** is H5 Consulting's people-centered solution to help enterprises build their digital organization and achieve business outcomes and transformation.

H5 Consulting helps organizations reduce silo thinking and bridge gaps (between departments, business functions, people, and customers). Our solution is relevant for different initiatives:

- Digital and Organizational Transformation
- Culture Transformation and Leadership Development
- Cross-Functional Competencies
- Empathy and Enterprise Agility
- Customer Centricity, Customer Experience & Engagement, omni-channel)
- Innovation and Collaboration
- IT is Closer to the Business



## Expected business outcomes/ROI

- **Expense.** Reduce costly project rework, delays, and risk (caused in part by silo thinking).
- **Revenue.** Bring products and services to market faster. (Fewer project delays caused in part by silo thinking.)
- **Customer Experience.** For omni-channel projects, reduce the organizational obstacle of silo thinking.
- **Confidence.** When professionals use cross-functional business acumen, there is more confidence in each other.
- **Project Execution.** Reduce conflict between team members. (Because they understand the objectives of the other team members and what drives their business.)

## Our Experience

This solution is an evolution from learning programs we developed or co-developed, for AT&T, IBM, Nokia, and Monster Worldwide. The learning objectives emphasized using business acumen and empathy with cross-functional team members and customers.

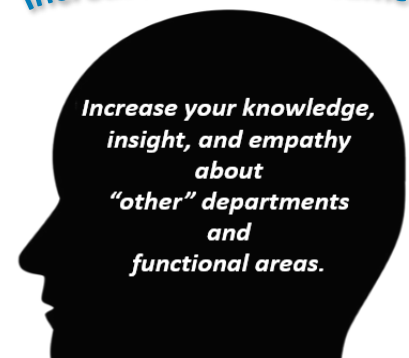
**Results:** *"We realized immediate results ... our sales representatives immediately adopted new learning and skills and experienced larger sales, on the same day the course was completed ! You can't ask for more than that !"* (Sam Hastings, Vice President and GM, Global Recruitment Solutions Company)

## Execute Your Digital Transformation Strategy – Focus on Developing People

Organizations accelerate execution of their digital and business transformation strategy by focusing on developing people. From a learning perspective, this means:

- Professionals increase their cross-functional (cross-silo) business acumen. They already have knowledge and insight about "their own silo." Now they need to learn the business of the "other silos" and increase their business and customer knowledge.
- Professionals increase their empathy (can see and understand things from another's point of view).
- Professionals use important communication and team skills, e.g. active listening (restating), not labeling other people (not stereotyping), and critical thinking.

## Increase Business Acumen



[Less Silo Thinking video](#)  
Click here – 82 seconds

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