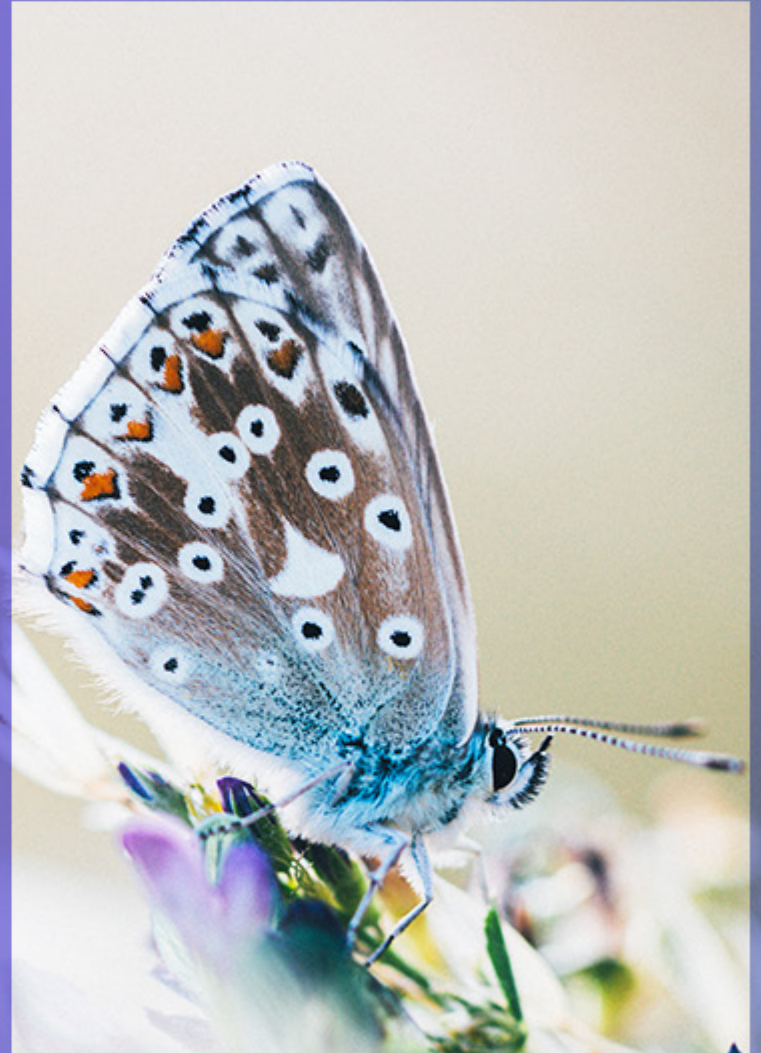


03

What is particularly important in digital transformation today?

Digitalization and technology





Key insights

- The majority of top female managers believe that it is not absolutely necessary to have an aggressive strategy when it comes to digital transformation.
- They note: technology standards are still lacking – and implementing all possible innovations at the same time is hardly feasible.
- Especially important in the future: faster decisions in favor of investments in digitization projects.
- Partnerships are becoming increasingly essential in view of the abundance and diversity of technological innovations.
- Top female managers are focused: The vast majority do not pause their digitization strategy even during a feared recession.
- The sense of security has increased despite the complex cyberthreat situation. One possible reason: investments in defense mechanisms in the recent past.

Key takeaways from this chapter

- Being first – that was and is considered particularly promising in many areas. It turns out that it can also make sense to closely observe how the digitization pioneers act, where they invest and what results they achieve. This is what the majority of the top female managers surveyed say.
- The increasing danger of cyber attacks is in danger of being underestimated. The majority of the top female managers surveyed consider their companies to be very well or well prepared for attacks by criminals – at the same time, the number of registered attacks and the amount of property damage worldwide are increasing significantly every year.

59%

do not plan to be "first movers" or "fast followers" in digital transformation.

76%

say they need to become faster in digital investment decisions.

64%

feel (very) well-prepared for cyberattacks.