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?

IT PAYS TO BE A DIGITAL WINNER

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.