The EMPOWER Process

7 steps to help SMB leaders select the right business management solution

E — **Step 1: Envision Digital Transformation**
Define and prioritize your digitalization strategy, identifying the problems you wish to address and the business outcomes you will achieve.

M — **Step 2: Manage Change**
Assign an executive sponsor and create a plan to manage change and increase adoption.

P — **Step 3: Partner Selection**
Determine the right partner to ensure your success from start to finish.

O — **Step 4: Outcome Mapping**
Create process maps that align to expected business outcomes for each team and department.

W — **Step 5: Write a Business Case**
Outline the case for change, detailing the expectations, return on investment (ROI), and timeline.

E — **Step 6: Embrace Digitalization**
Help your people see the value in digital transformation by creating immersive experiences that promote adoption of new technology and processes.

R — **Step 7: Realize Results**
Digital transformation is a journey, be sure to set clear milestones, measure results, and celebrate successes along the way.

Although 87 percent of senior business leaders say digitalization is a company priority, only 40 percent have brought digital initiatives to scale.[1]

Over 70 percent of transformational change efforts fail due to lack of sufficient leadership, communication, and organization-wide buy-in.[2]

Seventy-six percent of executives agree that organizations need to dramatically reengineer the experiences that bring technology and people together in a more human-centric manner.[3]

Companies move twice as fast on digital transformation when there is a shared understanding—among senior leaders, strategists and the organization as a whole—of the digital path ahead.[4]

Learn more: Read the Savvy SMB Leader's Buyers Guide to Selecting a Business Management Solution

Microsoft

[1] *Digitalization strategy for Business Transformation*, Gartner, 2020
[2] *Why Do Change Programs Fail*, Forbes, 2019
[3] *Tech Vision 2020: We The Post-Digital People*, Accenture, 2020
[4] *Speed Up Your Digital Business Transformation: Gartner Executive Guidance Q1 2019 Edition*, Gartner, 2019