



## Thoughtful

### Digital Transformation: A Necessary Culture

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#### 1. Introduction

The term digital transformation is used to mean the transformational and disruptive implications of digital technologies. This involves structural change in the economy of organizations and society in general, and occurs through the comprehensive application of new digital technologies and disruptive digital business models (Hernandes, 2021).

With the advent of the fourth industrial revolution as well as the high demands for production, processes and/or services, the use of digital processes becomes inevitable regardless of the company's sector of activity. This process becomes irreversible mainly with the application of digital platforms and decision-making that must be increasingly agile, where technology can boost companies' businesses, in addition to enhancing the market as a whole. The company now has numerous advantages when entering the digital sphere. However, caution and, most importantly, planning must be exercised during the transitional period. Ferreira (2018) considers that it is important to digitize, but the organization cannot forget the user/customer experience that must be invited to participate and create together with the company.

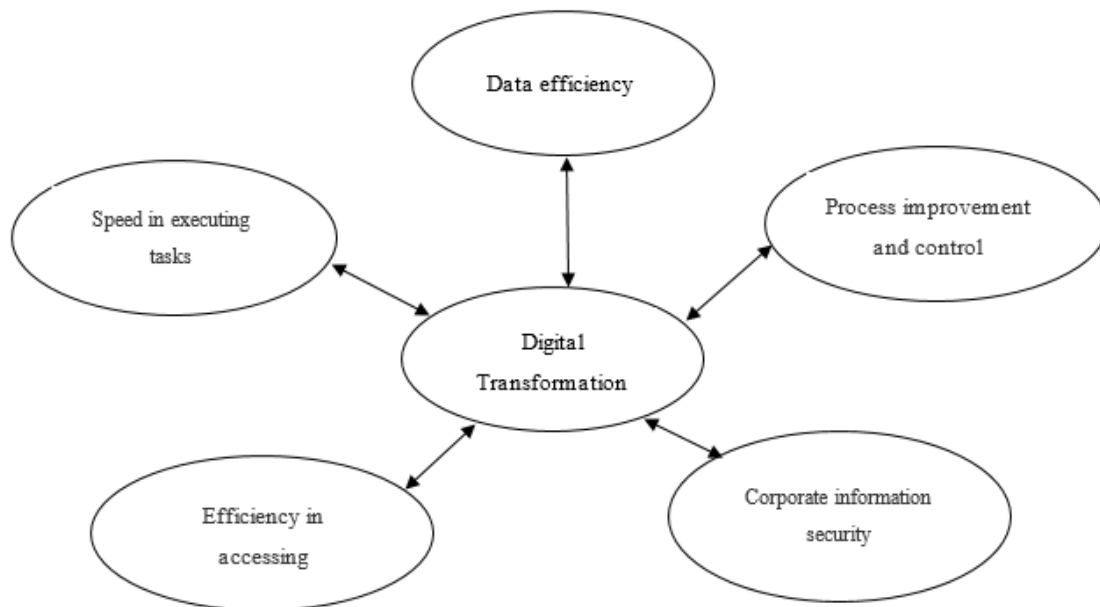


Through the use of various digital applications, it is possible to expand the sales, purchasing, production process, among others, all these insights can be obtained to provide extremely relevant results for the customer, meeting and exceeding their expectations, which ends up translating in technological and capable companies for an increasingly competitive market that needs to be explored. The implementation of Digital Transformation presupposes the mapping and definition of the strategy, the understanding of the organization's situation and the specificities necessary for the integration of the sectors (Hernandes, 2021).

However, not only companies need this update, but people must also stay updated so that this junction, organization and people, allows the creation of an interface in which all parties can perform a better result and consequently enhance the search for new concepts and that there is a connection between human capital and new technologies. More than promoting isolated knowledge practices in the organization, it is important to create a culture of learning and process acceleration, in which everyone shares and evolves in the same direction, focusing on sustainable evolution and aligning skills for the future of work and transformation of the organization (Silva, 2021).

Digital transformation must be linked to consistent strategic planning, in which technology is a means of improving productivity, integrating, optimizing and streamlining the production chain, in addition to simplifying processes. Figure 1 presents some of the benefits of this transformation in organizations.

Figure 1: Benefits of Digital Transformation



Source: the author

By allowing a change in mentality, existing resources can be better managed, where the management process, although more complex, also becomes less stressful and more assertive. It is essential to keep in mind that digital transformation goes far beyond the development of mechanisms and technologies that directly impact and facilitate everyday life. Information processing capacity is one of the prerequisites for organizations to achieve market agility (Li et al., 2021).

Combining digital transformation with knowledge management in organizations will bring immeasurable benefits, raising the level not only of companies that are willing to make this change, but also of the people involved in this process, since with globalization actions are in a certain way interconnected and the effects are reflected in all organizational segments. Therefore, being prepared for these changes becomes



extremely important, as technological development and digital transformation add value to companies and people.

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