



# Becoming Digital: Strategies for Business and Personal Transformation

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**Becoming Digital: Strategies for Business and Personal Transformation** Knowledge@Wharton, Mphasis  
There is no shortage of guidance on strategies companies must use on the path to digital transformation. But in truth, the journey must start with the self. Only after a personal transformation can you ably lead your team to tackle the digital challenges of today.

In *Becoming Digital: Strategies for Business and Personal Transformation*, experts from The Wharton School and top executives from Fortune 500 companies show you the way to personal and business transformation. It doesn't mean you have to master digital technologies. Rather, it is a way of looking at and running your business with the digital customer as the center.

In this report, produced by Knowledge@Wharton, the online research journal of the Wharton School of the University of Pennsylvania, and sponsored by Mphasis, an IT services company based in India, you'll learn

- How to create a “mind map” to help you navigate your way from analog to digital
- How to stay anchored amid the fast-changing pace of digital technologies
- How C-level executives at Fortune 500 companies tackled digital transformation
- How to harness both data analytics and your gut feeling to spot emerging technologies before everyone else
- How lessons learned in today's digital landscape can be applied to future technologies

As Mphasis CEO Ganesh Ayyar notes in the foreword, *Becoming Digital* will provide you with the inspiration you need to “lead your company forward in this tumultuous but exciting era.”

**Knowledge@Wharton** is the online business analysis journal of the Wharton School of the University of Pennsylvania. The site, which is free, captures relevant knowledge generated at Wharton and beyond by offering articles and videos based on research, conferences, speakers, books, and interviews with faculty and other experts on current business topics. Knowledge@Wharton has grown into a network of sites that includes a global edition in English and regional editions in Spanish, Portuguese, Simplified Chinese, and Traditional Chinese, as well as a site for high school students and educators.

**Mphasis** (an HP Company) enables chosen customers to meet the demands of an evolving market place. Mphasis fuels this by combining superior human capital with cutting edge solutions in hyper-specialized areas.

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