



## THE KILLER APP IN DIGITAL TRANSFORMATION IS HUMAN CONNECTION

### SIX HUMAN FACTORS TO DIGITAL TRANSFORMATION SUCCESS

Digital transformation is no longer an option. Every organization knows it must become a digital leader to survive and thrive. This is why businesses and governments are throwing trillions of dollars at new technologies. Organizations must build and deliver exciting new software applications. They must continuously innovate, move quickly, adapt, and stay ahead of the never-ending onslaught of digital data, experiences, and channels.

Accordingly, we've seen the massive rise of cloud computing, open source technologies, data analytics, artificial intelligence, and many other innovations. However, well over half of all new software or IT projects still fail. That's because technology alone does not solve digital transformation. It doesn't address the fundamental issues that block or drive transformational success, and the most critical dependency.

That is people.

Join Margaret Dawson, as she reveals the elements of digital transformation that technology can't resolve and why human connection is critical to our success. Giving examples of what digital leaders do differently, Margaret will discuss 6 human factors to transformational success.

### MARGARET DAWSON BIO

Called "Witty, inspirational and wicked smart," Margaret Dawson is a 30-year technology industry veteran who led successful programs and teams at several start-ups and Fortune 500 companies, including Amazon.com, Microsoft, HP and Red Hat. Her insider's knowledge of technology, engaging presentation style and authenticity has made her a sought-after keynote speaker, moderator and emcee at numerous conferences worldwide.

Whether it's an intimate gathering with key executives or a national trade show, Margaret has a knack for connecting with the audience to keep them listening. An acclaimed author and speaker, she has presented on numerous topics, including digital transformation, cloud computing, leadership and living intentionally. She lights up the stage with her unique talent of snorting while laughing, and is unafraid to admit her greatest education and growth came from the multiple failures and stalled ventures she experienced.