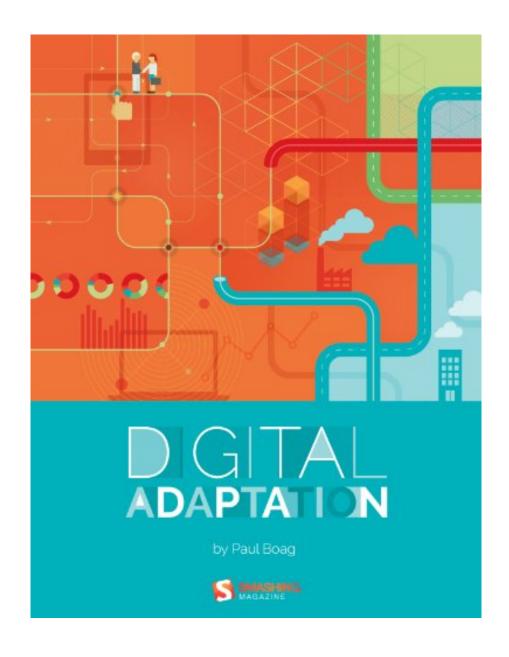# DIGITAL ADAPTATION BY PAUL BOAG

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Nothing is more frustrating than stubborn management entangled in dated workflows and inefficient processes. That's why we created Digital Adaptation, a new practical book on how to help senior management understand the Web and adapt the business, culture, teams and workflows accordingly. No fluff, no theory — just techniques and strategies that worked in practice, and showed results.

The book will help traditional businesses and organizations to overcome their legacy, and help you plant the seeds of change with very little power. If you do want to finally see changes happening, this is the book to grab.

YOU'LL LEARN TO:

•Tackle bureaucracy and overcome legacy culture,
•Develop a flexible and effective digital strategy,
•Use responsibility matrix to minimize delays and costs,
•Adopt a digital culture and become digital by default,
•Apply techniques from mid-sized and large organizations,
•Avoid toxic working practices and improve internal processes,
•Organize teams and boost their efficiency,
•Embrace social media and use them effectively,
•Understand the value of a digital team and invest in them,
•Break down the walls and nourish collaboration, ownership and innovation.

Transforming Your Team
If you want to be capable of bringing about real change at your company, then things have to be right in your own team. You can only instigate lasting change from a position of strength. That means you have to have a strong digital team. It can be tough when your team is under-resourced, underappreciated and under enormous pressure. Many teams give in under this kind of load, choosing instead to keep their heads down, convinced nothing will ever change. However, that is not always the case. Other teams thrive.

Building Bridges
When somebody in our organization comes to us and we say no, we are closing a door. No is a dead-end statement. It leaves our colleague with one of two options: walk away disappointed; or argue. Neither of these are positive outcomes.

Have you ever wondered why so many companies pay external consultants like me, when they already have a perfectly competent in-house team? Frequently it is because the internal team is seen as an obstacle that has to be worked around. All too often, on being hired by a company, I am quietly taken aside and told what a problem the web team has been.

If you want to change your company, this perception has to change first. You have to build bridges and find

allies. You must listen and discuss matters with your colleagues, rather than being a blockage they have to work around.

About The Author
Paul Boag has been working on the web since 1994. He is Web Strategist at Headscape Ltd, a web design agency that he co-founded back in 2002. Paul also produces and hosts the longest-running and award-winning web design podcast at boagworld.com. He is a regular speaker at conferences and author of Client-Centric Web Design.

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