

# Johnny Russo's 5 pillars of a Digital Transformation: An action-oriented worksheet

Johnny Russo, AVP of Digital Marketing and E-Commerce at Mark's, identified five core pillars of a digital transformation: People, Partners, Culture, Education, and Data. Change Management is core to all of these pillars. But, he knows that teams need to have an action-oriented mindset. This worksheet will help you plan new ideas for driving these five pillars of a digital transformation.

*"For me, digital transformation is not a buzzword. It's a real thing that I've done at other companies. When I talk to people that are on this quest or journey, these are all the elements that seem to be recreating themselves. These are the core pillars of the digital transformation and in a year from now, maybe one pillar isn't there or we have two more pillars that are added."*



**JOHNNY RUSSO**

AVP of Digital Marketing and E-Commerce, Mark's

## People

Johnny Russo outlined Mark's four core attributes of an agile digital marketing team: continuous learning, positivity, passion, and adaptability. How can you encourage employees to develop these four core attributes? What other attributes are necessary for your team, your culture?

## Action

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## Partners

Partners are important relationships in a digital transformation since you can boost your experience, skill set, and knowledge—particularly in areas of weakness. What weaknesses are you currently experiencing on your team and where do you see an opportunity to make a new partnership?

### Action

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## Culture

Culture does not change overnight. You need a compelling vision, consistent leadership, and an optimistic outlook to drive a digital transformation. One part of changing an organization's culture is to unite your key stakeholders under a vision for digital transformation as a method of improving their business. How can you better serve your key stakeholders using digital technologies so that they can better drive their own KPIs?

### Action

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## Education

The Education Series was a turning point in shifting the Mark's brand's culture to a digital-first mindset. Since then, Johnny Russo has come up with new ideas: mandatory certifications and improved internal communications. How can you educate your team so that they can develop their expertise and enthusiasm for digital technologies?

### Action

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## Data and Change Management

Change management is synonymous with continuous learning, and using data will support those efforts. Leaders are agents of change, learning and adapting as they experiment with new strategies and tactics, tools and technologies. In a test-and-learn culture, how can you, as a leader, encourage the experimentation mindset on your team? How can you use and prioritize data to tell a (better) story?

### Action

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