

DanskHR, Denmark: Cognizant's AVP, Center for the Future of Work, Outlines why it's Important to get the Workforce Onboard Before Going Digital



“Thriving in the digital era demands rapid innovation, experimentation and collaboration – and the main engine of success is not some magical technology; it is talented and inspired people,” says **Euan Davis**. “Energising people to work effectively means creating and sustaining the right culture to support them.”

Excerpts from DanskHR’s article:

“Culture matters and the most effective business leaders know when it is right. Money invested in a company’s digital journey is wasted if the workforce is not invested in an employer’s objectives. That is why it is in the best interests of any business to take proactive steps to ensure employees have the skills and the willingness to adapt to the radical shifts in how work will be done.

As a result of the fast-changing pace of business today, an activist approach to shaping the culture is needed. In a recent [report](#) from Cognizant, companies that intentionally focus on culture realise greater success, both revenue-wise and regarding building out their digital initiatives. Culture (still) eats strategy for breakfast.”

Click [here](#) to read the full article in Danish.

<https://news.cognizant.com/2019-01-14-Euan-Davis-Outlines-Why-Its-Important-to-Get-the-Workforce-Onboard-Before-Going-Digital>

