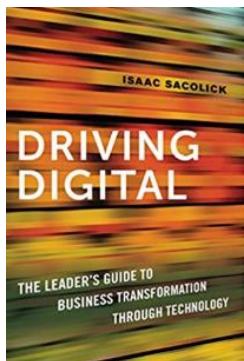


## PM WORLD BOOK REVIEW



Book Title: ***Driving Digital: The Leader's Guide to Business Transformation through Technology***

Author: **Isaac Sacolick**

Publisher: AMACOM

List Price: \$29.95 Format: 305 pages, hardback

Publication Date: 2017 ISBN: 978-0814438602

Reviewer: **Pranab Das, PMP** Review Date: December 2018

### Introduction

**Driving Digital** by Isaac Sacolick is a leader's guide to business transformation through technology. In this book, he shares his experience and best practices about formulating a digital strategy, transforming business and IT practices, aligning operations, promoting Agile methods, driving culture change, tracking the return of investment, strengthening data-driven decision making, expanding data science practices, cultivating strategic technology capabilities and develop innovative digital products faster. This book covers areas of management, e-commerce, entrepreneurship and strategic planning for digital transformation.

### Overview of Book's Structure

The chapters of **Driving Digital** are organized to walk the reader through the process of rolling out a digital transformation.

- Chapter 1 The Transformation Imperative
  - Beginning Transformation—Every Day Is Day One
  - What is Digital Business?
- Chapter 2 Agile Transformational Practices
  - Understanding Agile Practices
  - Agile Planning Practices
  - Aligning Software Development Life Cycle to Agile—What is your Minimal Viable Practice?
  - Release Lifecycle
  - Transformational Improvements Through Agile
- Chapter 3 Technical Foundations for Transformation
  - Introducing the New IT Operations

**Agile Operations Defined****Agile Architecture****IT Culture**

- Chapter 4 Agile Portfolio Management
  - What Is Everyone Working On?
  - Implementing Portfolio Management
  - Financial Portfolio Practices
  - Final Thoughts on Agile Portfolio Management
- Chapter 5 Transforming to a Data-Driven Organization
  - To Become Data Driven, Start by Reviewing Our Past Data Sins
  - The Challenges of Enabling Big Data and Data Science
  - Transforming to a Big Data Organization
  - Transforming IT With Data Services
  - The Agile Data Organization
  - Summary of Data Governance
  - Data-Driven Culture Summary
- Chapter 6 Driving Revenue Through Digital Products
  - Strategic Planning Digital Revenue Products
  - Product Strategy in Digital Transformation
  - From Strategy to Product Planning
  - From Product Planning to Development
  - What Digital Leaders Should Do to Enable Product Management
- Chapter 7 Driving Digital: Smarter and Faster
  - The Cultural Underpinnings of Digital Organizations
  - Driving Digital—The Lens of Smarter-Faster

**Highlights**

I would start reading the chapters in serial order from beginning to end. The major sections of the book are:

1. The first section is called getting the IT team ready with digital practices which talk about the technology team needs grounding in agile methods, technology developments and the disciplines needed to enable new digital platforms.
2. The second section of the book is about propelling investment and innovation, which talks about developing — a pipeline of initiatives based on customer feedback that can be prioritized grounded on financial and strategic returns.
3. The third part of the book talks about developing an execution plan for digital transformation which includes data science programs and product management practices that drives the data-driven organization to develop digital products and services.

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4. The final part of the script is about driving digital growth and culture which talks about how to gain early adopters to join the translation program, then lead the organization to drive digital by becoming smarter and quicker.

### What I Liked!

I liked the insights about agile practices which includes the roles of Agile in smaller teams, version controls, quality assurance alignment; and managing technical debt. The author provides a strategy of filling people and skills on Agile teams between and employees and service providers with agile estimation techniques for effective agile transformation. He shared some excellent ideas about optimizing big data platforms based on data requirements and priorities with a reference architecture on modernizing data integration and analytics technologies.

Sacolick talks about a digital mindset which relates business acumen, learning, innovation, responsiveness, and IT culture. Proper portfolio management, processes are crucial for successful digital transformation which I have witnessed in real life. The data discovery process by asking questions and driving results in this context was educational for me.

### Who Might Benefit from the Book?

*Driving digital* will benefit any leaders interested in a digital transformation in their industries. If you are aiming to be a CIO or CTO, then this is a beneficial record for you.

### Conclusion

Sacolick aligns people, process and the latest technologies for a smarter and faster digital transformation. Change is inevitable with the improvements in technology and being Agile is critical for success. We must first address our data issues than can we move ahead block the path of having a data-driven culture. Truthful answers to these questions can help you set your digital product strategy. Leveraging data and analytics is the core competency required to enable digital transformation. Sacolick connects the dots around the product management processes in becoming a digital organization. Employing the steps described in the book will allow you to build a successful digital transformation.

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The publisher, AMACOM, provides additional information about this book, including a preview at <https://www.harpercollinsleadership.com/9780814438602/driving-digital/>.

*Editor's note: This book review was the result of a partnership between the publisher, PM World, and the PMI Dallas Chapter. Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification*

*when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books.*

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## About the Reviewer



**Pranab Das, PMP**

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**Mr. Pranab Das** is a seasoned IT professional with experience in various industries providing innovative IT solutions with best practices and positive ROIs. He is a results-oriented technology manager with demonstrated expertise in Cloud, IT infrastructure, project management, agile software development, systems engineering, enterprise architecture, cybersecurity, application development, IT risk management and technical product management. Pranab has a master's degree in engineering and an MBA. He has obtained the Project Management Professional (PMP) certification and various IT project management certifications. He is a member of the Dallas chapter of the Project Management Institute (PMI).