

Rewired: A McKinsey Guide to Dominating in the Digital and AI Era

Access to new resource related to AI and Digital Transformation projects added to PMWL



Resource provided by [Maumita Patwary](#)

1 February 2024 – Mumbai, India – Access to a new resource has been added to the PM World Library (PMWL) related to digital and AI transformations. The new resource is titled "Rewired to outcompete: The McKinsey Guide to Outcompeting in the Age of Digital and AI" by Eric Lamarre, Kate Smaje, and Rodney Zempel, published by McKinsey in 2024.

To give businesses a long-term competitive edge, the article examines the opportunities and problems related to digital and AI revolutions. Even if a good number of businesses have started their digital transitions, the typical revenue gains have only been realized to the extent that they were projected. The banking industry has shown notable financial outperformance, particularly in those that are undergoing digital and AI reforms. Achieving a higher return on equity, P/E ratio, and overall shareholder returns requires a thorough integration of technology into all fundamental business operations.

According to the article, implementing a scalable operating model, leveraging technology for widespread and rapid innovation, integrating data throughout the organization, facilitating adoption, scaling, and aligning the C-suite around a business-driven roadmap are the six essential enterprise capabilities that are necessary for successful digital and AI transformations. It emphasizes the need for the entire C-suite to work together on organizational "surgery," which is the top leadership team's primary responsibility to turn the company into a digitally capable one. For a transformation to be successful, hundreds of people from various departments must work together to continuously develop and improve technology-driven solutions. This requires persistent digital innovation.

To access this resource, go to the Advanced and Hot Topics section of the library at <https://pmworldlibrary.net/advanced-hot-topics-in-ppm/>, click on either " AI and project management" or "Digital Transformation" and scroll down to find the resource. Users must be registered and logged in to access. If not registered, please try the 30-Day Free Membership.

This new resource is made available through the PMWL university research internship program, [to learn more, click here](#)

For PMWL Post:

Lamarre, E., Smaje, K., Zimmel, R. (2023). **Rewired to Outcompete: The McKinsey Guide to Outcompeting in the Age of Digital and AI**; McKinsey & Company, June 20. Available online at <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/rewired-to-outcompete> (Patwary)

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<https://pmworldlibrary.net/digitalization/>