



Hellenic Society for Systemic Studies (HSSS)



**UNIVERSITY
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Department of Tourism Studies

19th HSSS National & International Conference: Systemic Digital Transformation in Contemporary Business Ecosystems

Presentation Title:

Corporate Coaching for Digital transformation, sustainability, and globalization

Mr Eleftherios S. Kakavoulis, MBA
Corporate Coach | Systems Analyst
University of Piraeus, CSAP, HSSS
Lkakavoulis@gmail.com

OVERVIEW

The purpose of this presentation is to discuss how the **Coaching** approach **contributes to** organization staff **changing needs and demands** for digital transformation, sustainability, and globalization (DTSG).

For this purpose it is useful to explain the following points:

1. Digital Transformation: a complex, multifaceted, and abstract phenomenon
2. the DT process.
3. Preparing an organization for its digital journey
4. Characteristics: for smart, adaptable and continuous culture to DTSG
5. Steps: how can Leaders Coach effectively to DTSG?
6. Executive Coaching to DTSG
7. Conclusion



Coaching Model (adapted from Thinking Digital (2023))

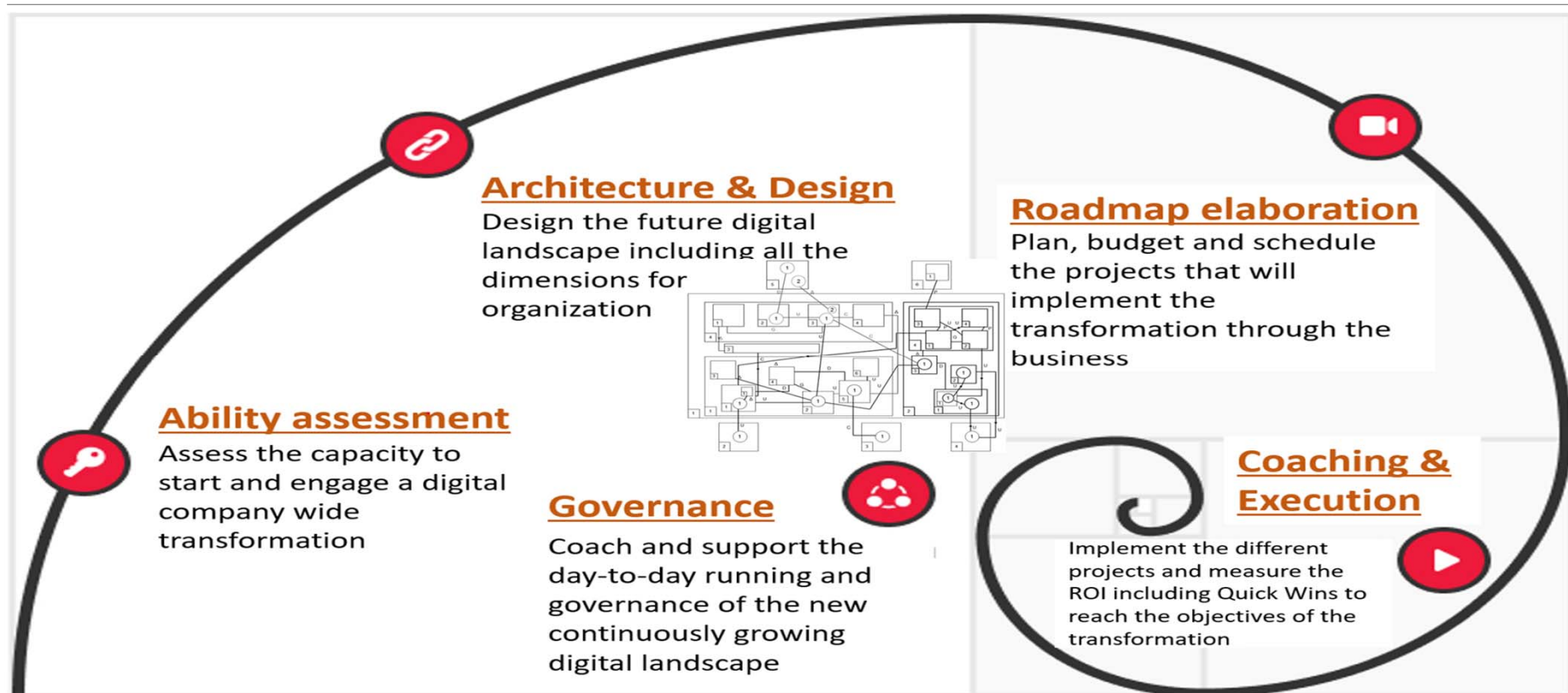
Digital Transformation: a complex, multifaceted, and abstract phenomenon

- Time needed to achieve a high level of performance in digital transformation.
- Need for training and learning
- Environment suitable to expand knowledge

Bommel and Papegaaij (2022)



the DT process



Redesign DTSG road map | Source: <https://www.bdo.be/en-gb/microsites-en/digital/digital-advisory/business-digital-transformation>

Preparing an organization for its digital journey

When making changes in an organization, big or small, there are two possible paths organizations take on.

1. The first path is one that demands the need of organization.
2. The second path that organizations can take concerns culture. Culture is a difficult path; it demands understanding and agreements. A company's culture should be:
 - smart
 - adaptable
 - ongoing



Characteristics: for smart, adaptable and continuous culture to DTSG

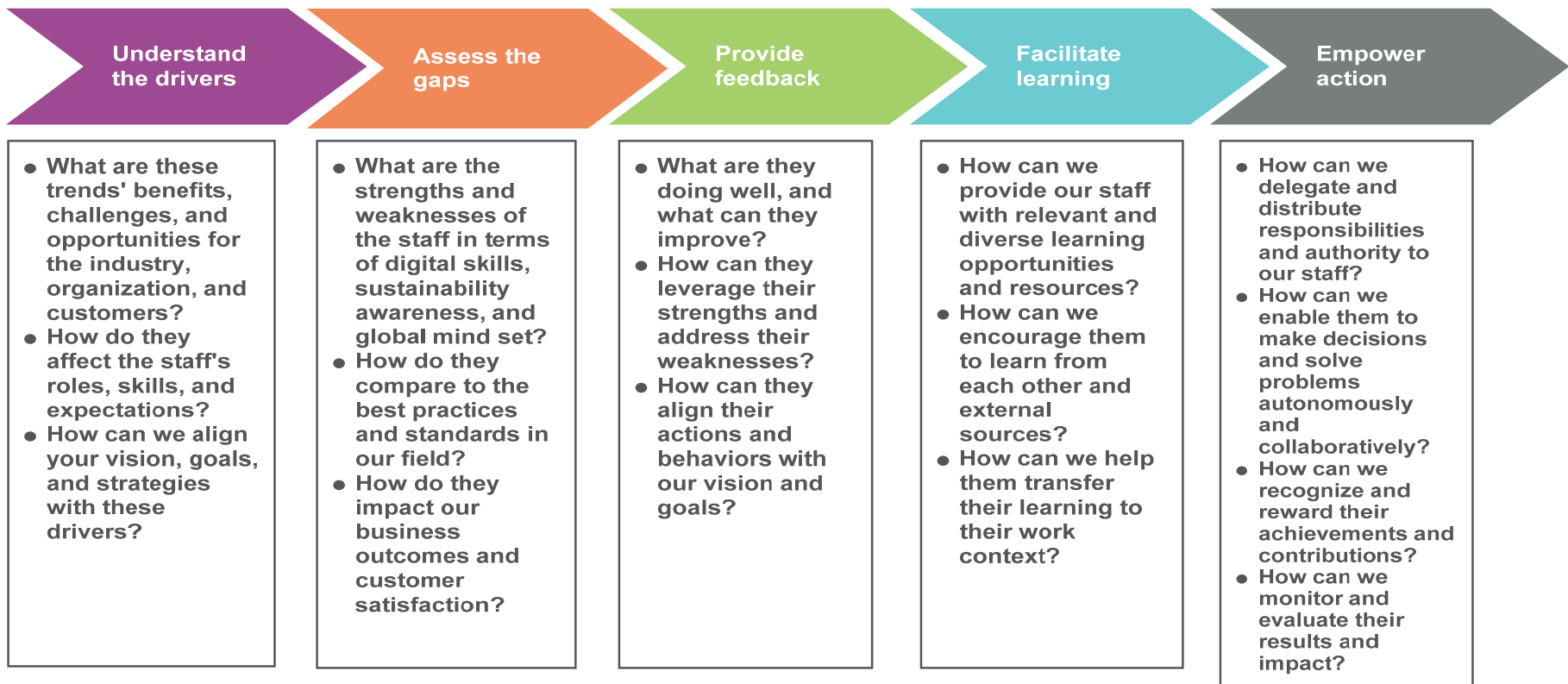
Organizations eager to take advantage to develop and maintain a competitive advantage but are struggling at the same time with the place culture, one of the top challenges in Digital Transformation. (Solis & Littleton, 2017)

Combining these together we can identify a framework called the smart, adaptable and continuous culture. The following list contains a series of **characteristics** of such a culture:

1. Open & Accepting
2. Continuous Learning
3. Employee Engagement and collaboration
4. Decentralized Organization
5. Digital Transformation Leadership



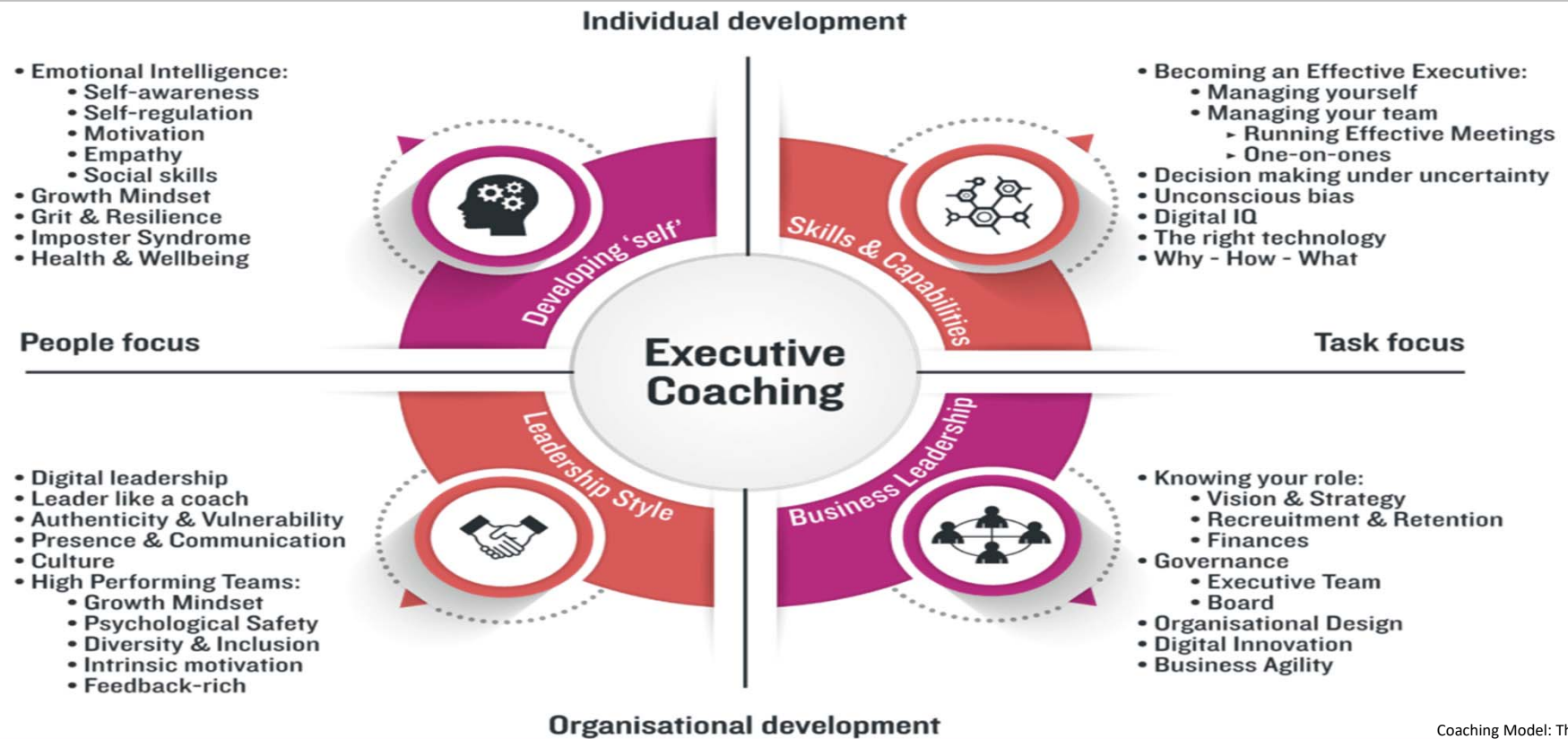
Steps: how can Leaders Coach effectively to DTSG?



LinkedIn community (2023)



Executive Coaching to DTSG



Coaching Model: Thinking Digital (2023)



Conclusion

Coaching staff for digital transformation, sustainability, and globalization is not a one-time event but an ongoing process. Leaders must be flexible, responsive, and proactive in adapting their coaching approach to the changing needs and demands of their staff, organization, and environment. Doing so, leaders can help their staff grow and succeed in the new world of work and business.



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QUESTIONS

