

7 stages of embedding digital  
Stage 1: Digital denial



1

Digital  
denial

### **What's the situation?**

- You or others in your organisation are holding back on digital, thinking that it doesn't affect you or doesn't add enough value to invest in

### **What outcome gets me to the next stage?**

- A clear business case for how digital can affect your organisation, the benefit it can bring and threat for not embracing it

### **How do I make this happen?**

- Start with just one area that has the greatest impact for the lowest cost/investment
- Share examples from competitors and peers
- Get customer feedback on your 'digital gaps'

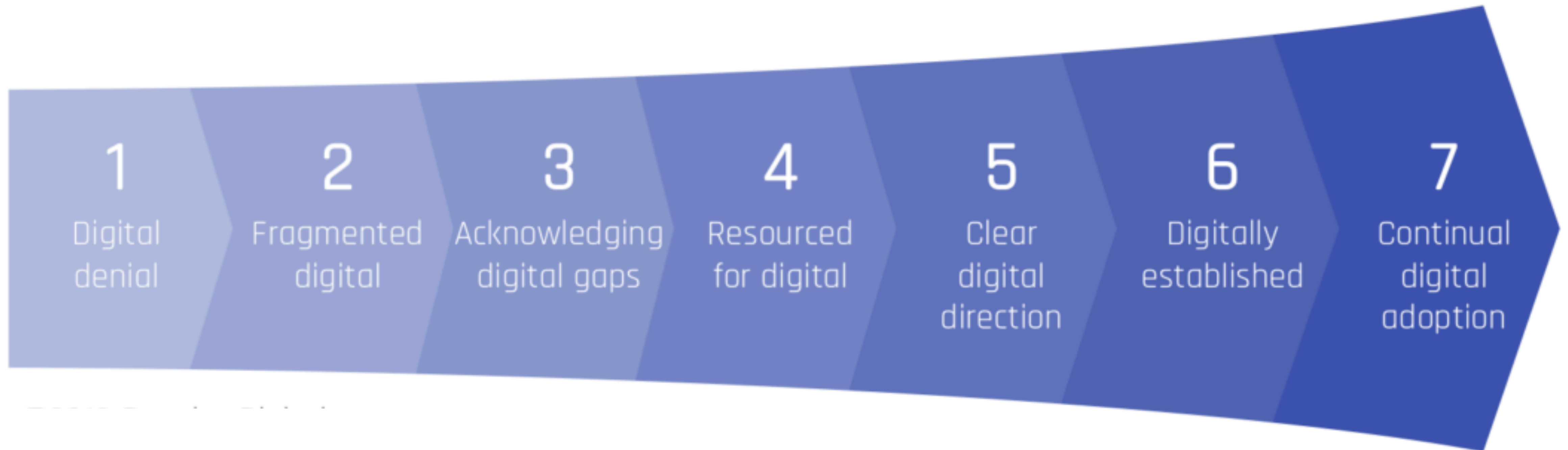
### **How can Rewrite Digital help?**

- We challenge anyone who doesn't think digital affects them with a free\* consultation  
\*if we can't change their mind



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Find out what stage your organisation is at:  
[rewritedigital.com/3q](https://rewritedigital.com/3q)



Email: [info@rewritedigital.com](mailto:info@rewritedigital.com)



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