

Digital Quotient @ Scale in CEE

As part of **McKinsey & Company's commitment** to contribute to the **digital transformation** of leading European companies, we have launched the **Digital Quotient (DQ) @ Scale initiative**

The DQ is a **free of charge assessment** that will help you **evaluate** your company's **digital maturity** across several key dimensions



> What you need to know

What DQ is

McKinsey's **DQ diagnostic** is an **assessment** which **evaluates** the **digital** and **analytics maturity** at company level and allows comparison with peers

Over **750 companies** and **20,000 executives** across sectors and geographies have **already participated**

What you get out of it

- 1 DQ **diagnostic report** detailing out current digital maturity against best-practice and benchmark to peers
- 2 **1:1 conversation** to discuss key themes & observations coming out of the report as well as potential next steps
- 3 Invitation to the **CxO roundtable** to exchange views on the latest digital insights with leading organizations

DQ objectives

- 1 **Unlock** additional **value** for your organization by **identifying key digital enhancement opportunities**
- 2 **Identify** your competitive **strengths** and **weaknesses** in **digital capabilities versus** your **industry** and **region peers**

What the survey entails

- > The survey consists of **~50 questions** taking only **~30 minutes** for a respondent to **fill-out**

Who should fill it out

- > Ideally, **~5-8 senior execs** (CxO and Board-1 level in both business and technical roles) with **knowledge of digital, analytics and data** across the organization