

Access Digital Transformation books and video library

1. Open the Learning application by clicking on the icon for Learning.

Welcome, Jody Collins

Announcements
2 items

2019 W-2 Statements Are Now Available
A paper copy has been mailed to your home address unless you opted out of receiving a paper copy. Please refer to th...

Applications
8 items

Learning Time Absence Benefits

2. Click on Topics under the Learn menu.

Learning

Required for You

Not Started

Welcome to Workday Learning

1 lesson

View More

Recommended for You

skillsoft skillsoft ski

Using Lean to Improve Flow and Pull

Using Lean to Reduce Waste and Streamline Value Flow

Applying Mapping

View More

Based on Your Interests

skillsoft skillsoft ski

A Difficult Boss Doesn't Have to Be a Difficult Problem

Developing a Personal Accountability Framework

Becoming through E

View More

Progress

Not Started In Progress Completed

2 0 0

Learn

Topics

Browse Learning Content

My Library

More (4)

Progress

In Progress

Not Started

Learning History

My Transcript

3. Click on the **Digital Transformation – Books and Videos Library**.

Topics

Agile Methodology

Business Skills

Customer Service

Digital Transformation

skillsoft books
Digital Transformation - Books and Video Library

4. Three courses are listed with the categories of books and videos available: Business Skills, Digital Transformation, and IT Skills. Click on the course category that interests you. Books do not show up in your progress, just the course name from the screen shot below. You will need to make note of where you are in the book to go back to that page.



Business Skills

Access the Skillsoft portal to view all books and videos available in the Skillsoft library. Click on begin/continue, then launch to open the Skillsoft portal and view the available content.

★★★★★ (0) • 1 lesson • 0 enrolled



Digital Transformation

Access the Skillsoft portal to view all books and videos available in the Skillsoft library. Click on begin/continue, then launch to open the Skillsoft portal and view the available content.

★★★★★ (0) • 1 lesson • 0 enrolled



IT Skills

Access the Skillsoft portal to view all books and videos available in the Skillsoft library. Click on begin/continue, then launch to open the Skillsoft portal and view the available content.

★★★★★ (0) • 1 lesson • 0 enrolled

5. Click **Start Course**.

Digital Transformation

Access the Skillsoft portal to view all books and videos available in the Skillsoft library. Click on begin/continue, then launch to open the Skillsoft portal and view the available content.

Lessons in This Course

Additional Course Details

Lessons in This Course

Completed 0/1



 Start Course

★★★★☆ (3)

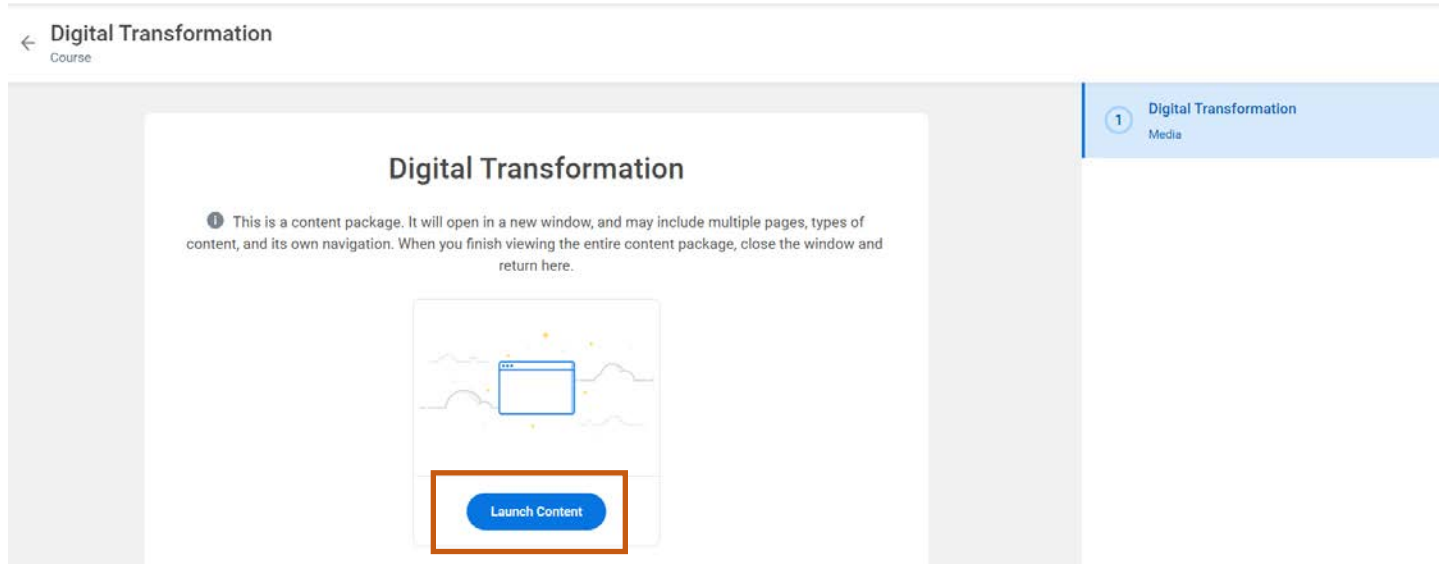
Lessons

1

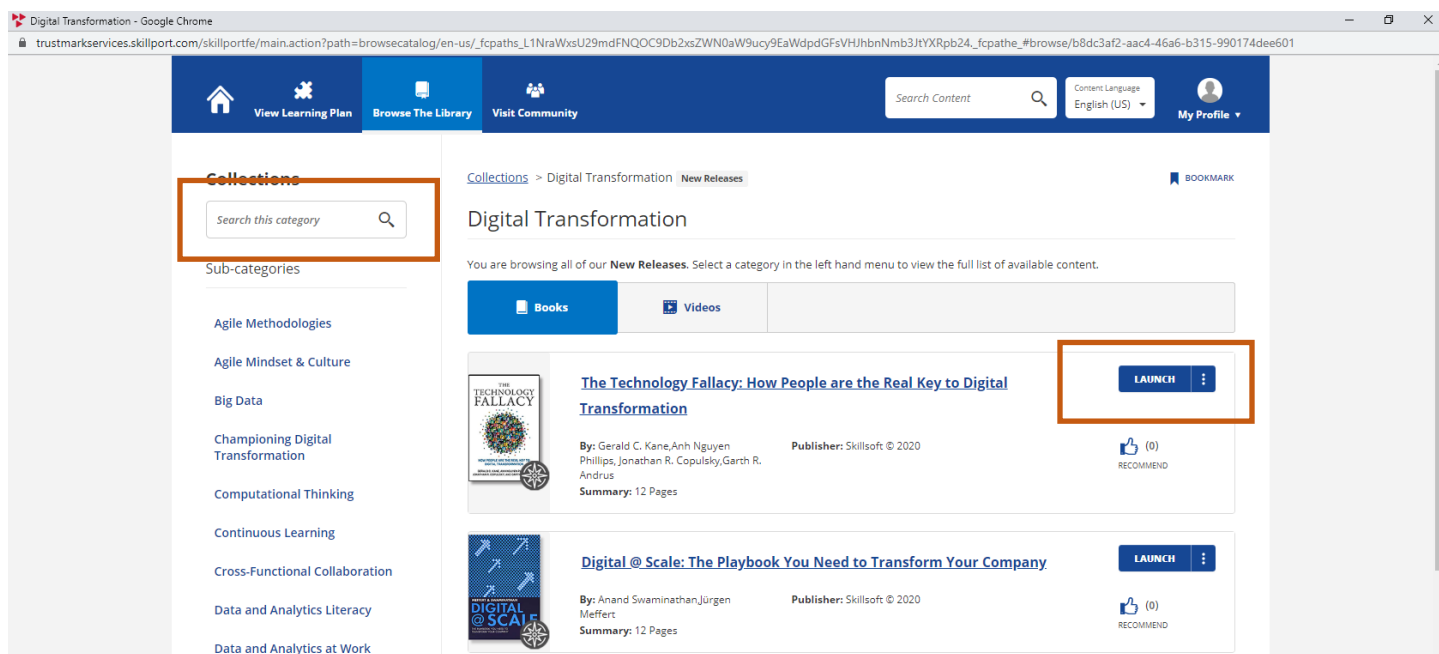
Delivery Mode

Self-Directed

6. Click **Launch Content**.



7. A new window opens into the book and video viewer (different than the Skillsoft viewer for courses) where you can launch books or videos, look at subcategories by clicking on them and more. Click **Launch** to view book or click on the three dots for other options. There are book summaries as well as the full book. You can **Search this category** for the full book if you find the summary interests you.



8. Once you launch the book, you will see the book in a viewer window and can use the tools at the top to navigate within the book.



The Technology Fallacy: How People are the Real Key to Digital Transformation

by Gerald C. Kane, Anh Nguyen Phillips, Jonathan R. Copulsky and Garth R. Andrus The MIT Press © 2019

Book: 280 pages

Recommend (0)

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The Technology Fallacy—How People are the Real Key to Digital Transformation

Series Foreword

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Chapter 2 Digital Disruption is Really about People

Chapter 3 Moving Beyond the Digital Transformation Hype

Chapter 4 Digital Strategy for an Uncertain Future

Chapter 5 The Duct Tape Approach to Digital Strategy

9. You can expand the chapter to see the contents within that chapter and click on the section you wish to read.

Part I - Navigating Digital Disruption

Chapter 1 Digital Disruption is no Secret

- Overview
- The Gap between Knowledge and Action
- Interpreting Survey Data
- Why Aren't Companies Acting?
- Competency Traps: What Got You Here Won't Get You There
- "We Have Met the Enemy and He Is Us"
- How Is Digital Business Different?
- Disruption Is Here, It's Just Unevenly Distributed
- You're Never Too Old to Adapt—Individually or Organizationally

Chapter 2 Digital Disruption is Really about People

10. Once you are reading the book, you can use the arrows to page forward or back in the book.



The Technology Fallacy: How People are the Real Key to Digital Transformation

Chapter 1 - Digital Disruption is no Secret
The MIT Press © 2019

Chapter 1: Digital Disruption is no Secret

Overview

We set aside our temptation to open this chapter with a compelling case for why organizations need to urgently adapt to the disruptions wrought by technology. Why? Because, as Canadian singer-songwriter Leonard Cohen writes, "Everybody knows. Everybody knows that's the way it goes. Everybody knows."

You may have witnessed firsthand the destruction of the newspaper, recorded music, and photographic film industries during the first wave of technology that began nearly two decades ago. You likely know that similar disruptions are currently under way in the hotel, taxi, and retail industries, as the digital cyclone continues to reshape the business landscape through companies like Uber, Airbnb, and the omni-business behemoth Amazon. You also know that digital disruption is far from over, as analytics and data science come into their prime and other technologies, such as artificial intelligence, blockchain, virtual and augmented reality, and autonomous vehicles, loom on the horizon. You know that more businesses, and entire sectors, will certainly topple, with new, nimble competitors scooping up current customers and bringing new customers into the fold.

Note: Viewing books on a mobile device with a smaller screen (i.e., iPhone) does not work as well as on your computer or on a tablet (i.e., iPad). If you are interested in reading a lot of books and would like an easier way to access book content on your mobile device, please send an email to Tricia Mathis at tmathis@trustmarkbenefits.com.