# Article information:

Five metrics for CEOs to measure digital success | McKinsey  
<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/how-do-you-measure-success-in-digital-five-metrics-for-ceos>

# Article summary:

1. CEOs need to prioritize scalable digital initiatives that can substantially improve the organization's performance and measure their impact on the bottom line.

2. Five metrics that CEOs should monitor to assess the organization's digital progress accurately include return on digital investments, percentage of annual technology budget spent on bold digital initiatives, time required to build a digital application, percentage of business leaders' incentives linked to value-creating digital builds, and top technical talent attracted, promoted, and retained.

3. CEOs should ensure that all organizational leaders are accountable for digital transformation and are driving tangible value by aligning incentives and empowering a mindset of value creation among technical talent.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Five metrics for CEOs to measure digital success" by McKinsey provides insights into the importance of measuring the impact and value creation of digital initiatives. The article highlights five metrics that CEOs should monitor to assess their organization's digital progress accurately, including return on digital investments, percentage of annual technology budget spent on bold digital initiatives, time required to build a digital application, percentage of business leaders' incentives linked to value-creating digital builds, and top technical talent attracted, promoted, and retained.

While the article provides useful insights into measuring the impact of digital initiatives, it has some potential biases and missing points of consideration. For example, the article focuses primarily on the benefits of digitization without exploring potential risks or downsides. Additionally, the article assumes that all organizations should prioritize digitization as a means of improving performance without considering whether this is appropriate for all industries or businesses.

Furthermore, the article does not provide evidence for some of its claims. For instance, it suggests that organizations should transform one business domain at a time to save time and expense but does not provide any data or research to support this claim. Similarly, it recommends that banks dedicate no less than 25% of their digital budgets to growth initiatives but does not explain how this figure was determined.

The article also has some promotional content as it promotes McKinsey's services in several places throughout the text. For example, it links to other McKinsey articles and studies that support its recommendations.

Overall, while the article provides useful insights into measuring the impact of digitization initiatives, it has some potential biases and missing points of consideration that readers should be aware of when evaluating its recommendations.

# Topics for further research:

* Risks and downsides of digitization initiatives
* Industries or businesses where digitization may not be appropriate
* Research on transforming one business domain at a time
* Determining the optimal percentage of digital budgets for growth initiatives in banks
* Critiques of McKinsey's approach to measuring digital success
* Best practices for measuring the impact of digital initiatives in different industries and contexts

# Report location:

<https://www.fullpicture.app/item/b3b5cd2f881b142d270c34f712604517>