

# Advantage Note 21

## 8 States of Digital Business Maturity

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<i>Digital Experience &amp; Pervasiveness</i>	<i>Cultural Sense &amp; Respond</i>	<i>Performance The value of outcomes</i>	<i>State Name</i>
L	L	L	Resuscitation
L	L	H	Renovation
L	H	L	Refocus
L	H	H	Reawaken
H	L	L	Realign
H	L	H	Release
H	H	L	Review
H	H	H	Reward (Nurture)

