Nils Fonstad: Over the last few years, the central question that has guided my research and that I really want to help organizations tackle is the following. How do organizations generate greater value faster with digital innovation? Especially when they have limited resources such as talent. I have found that organizations that are succeeding and generating more strategic value faster with digital innovation are redesigning themselves around three stakeholder groups. Cross-functional teams are each trying to build a successful innovation—in other words, an innovation that makes the most of digital technologies to generate value for both end-users and the organization. Top-level executives are trying to build a portfolio of digital innovation initiatives that helps them respond to immediate threats and opportunities while also advancing on longer-term objectives. Finally, functional experts from areas such as IT and security, legal, HR—they're trying to build resources that are reused by multiple initiatives and that help those initiatives thrive. I have found that those stakeholder groups who succeed in building something of value—they're taking a test-and-learn approach. By taking a test-and-learn approach, these stakeholder groups are able to navigate a wide range of uncertainties using data and insights that they have generated rather than rely on benchmarking. I find that really empowering. Going forward I want to learn more about the approaches that organizations are taking to generate more value faster from digital innovation.