

# How do organizations go digital?

Workbook

Digital Essentials program



# The six building blocks for going digital

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## Strategy



It's important to understand why digital is critical as an organization works to achieve its goals. This includes a **compelling vision** and a **feasible roadmap** towards that vision.

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## Capabilities



### People and skills

Organizations may be able to hire new people with the right skills, but they can often help current employees master those skills or learn to do things differently.



### New ways of working

New ways of working enable faster and more user-centered work. These new approaches can include creating teams with a range of expertise who collaborate closely on frequent cycles of testing and improvement.



### Technology

Modern technology enables better user experience and faster launches of new products and features. Technological tools for communication, collaboration, and connection also enable new ways of working.

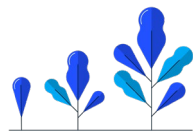


### Data

Organizations with clear strategies and processes for handling data can use analytics to unlock significant value. Data should be accessible so that everyone in the organization can use it to make better decisions.

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## Adoption and scaling



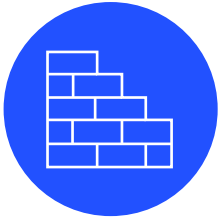
The full value of digital is only achieved when digital is embedded in the entire organization.

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# Reflection

This activity is for your personal use. Type your thoughts into this form below, or print it out and write your answers by hand.

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Choose one of the six building blocks to focus on: strategic roadmap, people and skills, data, technology, ways of working, or adoption and scaling.

**What is one way you can contribute to the success of that building block in your role?**

Here are some suggestions

- If you understand your organization's vision, consider how your work contributes to making it a reality.
- If you're a manager using data in new ways, you might discuss training opportunities with your team.
- If you have expertise in a technology your team uses, you could offer to mentor colleagues.
- You can discuss professional development opportunities with your manager