

Why is everyone so excited about digital?

Workbook

Digital Essentials program



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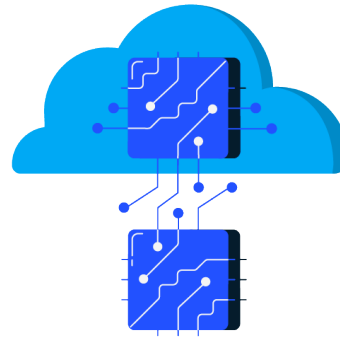
What do we mean by “digital”?

Digital is data, technologies, and new ways of working that can help us maximize value.



Data

How do new approaches to collecting and analyzing data help us better understand the people we serve, make better decisions faster, and develop new solutions?



Technology

How do new technologies help accelerate impact and solve problems at work?



Ways of working

How do new ways of working enable us to meet people’s needs better and more quickly?

How does digital help organizations?



Digital helps you make better decisions more quickly, and create more impact



Digital helps you collaborate better and design more seamless processes



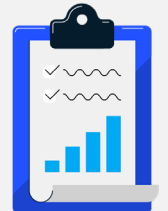
Digital helps you focus on the parts of your job that you find most important



Digital helps you innovate new products, services, lines of business, and ways to work

Creating value

All of these benefits increase an organization's value—monetary and non-monetary. Digital can improve the customer experience and employee satisfaction, while it increases sales and reduces costs and risks. Digital can dramatically reduce manual work, giving staff and the organization more resources to innovate and delight customers.



Set your learning intentions for the program

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



What might be meaningful or important for me to accomplish by the end of this learning journey?



What are my thoughts and feelings about my organization's push to go digital? Where do I hope to be by the end of the program?



What are my most urgent questions about going digital? Which topics are most interesting?