



Your Digital Transformation Journey Charting the Strategic Steps

Enabling Opportunity, Realising Potential

Item	Readiness Score 0-10	Actions (Who and When)
<p>1. Buy-In: Are you starting to talk about the need to change?</p> <ul style="list-style-type: none"> • At board/exec/management/owner level? • At team/staff level? • At a customer level? 		
<p>Desired outcome: Start to work on getting people on-board, excited and inspired!</p>		
<p>2. Vision: Developing the Why and WIIFM?</p> <ul style="list-style-type: none"> • Why does your business need to do this? • WIIFM: What's In It For: <ul style="list-style-type: none"> - Me? - The team/staff? - Our customers (current and future)? - The community? 		
<p>Desired outcome: Gain clarity into your purpose, and the purpose of your digital change</p>		
<p>3. Expertise: Do you have access to/work with experts that can provide consulting and advice to your board/execs/management on:</p> <ul style="list-style-type: none"> • Strategy • Technology • Communication • Financial modelling • What's possible and not possible! 		
<p>Desired outcome: Clearly define what is possible and what's not possible and document your strategy from concept through to adoption to guardrail your journey</p>		
<p>4. Messaging: Do you have a "digital transformation piece"?</p> <p>Can you promote your messaging around What's In It For:</p> <ul style="list-style-type: none"> - Me? - The team/staff? - Our customers (current and future)? - The community? 		
<p>Desired outcome: Good story-telling that will inspire your team and customers to come along for the ride with you</p>		
<p>5. Tools: What's not already in your toolbox that you'll need to make this work?</p> <ul style="list-style-type: none"> • Technology (Cloud, Security, Data Management, Mobility) • Talent (Finance, HR, Marketing, Legal, Design, etc.) 		
<p>Desired outcome: A smooth and sustainable implementation</p>		
<p>6. Metrics: Do you know what success will look like? Do you have SMART* goals to measure:</p> <ul style="list-style-type: none"> • How far you've come? • What's left to achieve? • When to keep going or cut your losses? 		
<p>Desired outcome: Milestones you can benchmark your progress against and meaningful metrics you can use to make informed decisions.</p>		

*SMART: Specific, Measurable, Assignable, Relevant, Time-based



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Digital Transformation/Change Project Worksheet

1. *Do we need to change? If so, how?*

2. *Why do we need to change? WIIFM?*

3. *What expertise do we need to formulate a strategy?*

4. *What is the message we want our change to say about us?*

5. *What new tools will we need to implement our change?*

6. *What will success look like? What are my SMART goals?*
