Digitalization strategy creation as a story

USERS
DIGITALIZATION STRATEGY
TECHNOLOGIES
ELEMENTS
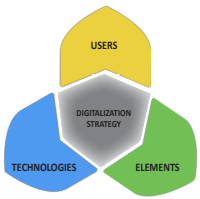
USERS
- Customer
- Administration
- IT department
- Stakeholders
- Target groups
- Ecosystem

ELEMENTS
- Marketing
- Customer service
- Cyber security
- Business models
- Continuity
- Production
- Usability
- Remote services

Where will our company be in a year... what about 5? We need to gather together and clarify our vision!

Clarify your mission and vision together with the team. Describe your business objectives

Shall we enhance the current functions or push out new digi products?

So many options on how to reach our goals. Let's choose two to focus on!

1.
2.

Choose your main development points (1-3) Are the point something that can be developed with digitalization?

Should our goal be to decrease our production cost by 3%?

Let's use this new tech I saw!

But will this solution bring us competitive advantage?

Get your staff involved and set your goals to potentially solve digitally! Remember the team's role on each step. Involve the views and information from the staff into the strategy.

Calculate: business potential needed resources cost expected profits

Create hypothesis of possible outcomes and choose the technical tools.

Social media
Mobile
Data management
TECHNO-LOGIES
Artificial intelligence
Automation
Robotics
Cloud services

Involve your experts and finetune the hypothesis. Align your budget, cost and expected profit and, if needed, take a step back.
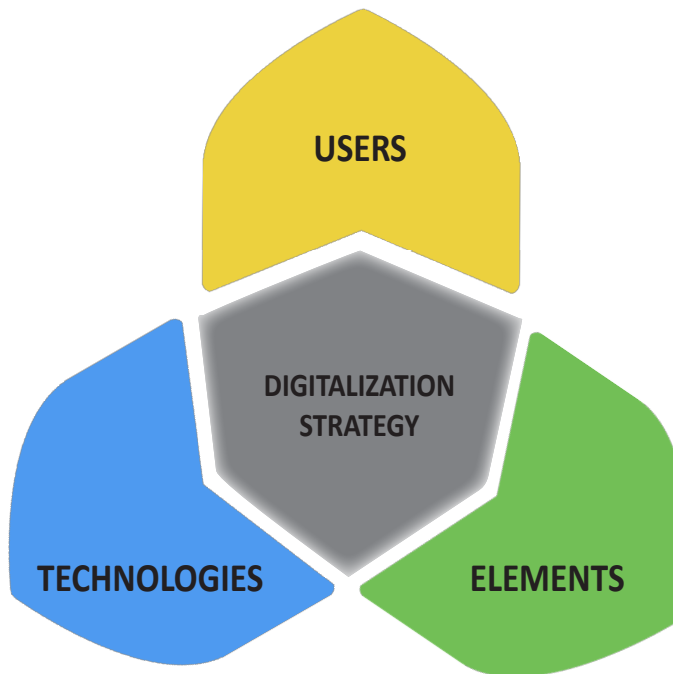
Time to create practical action plan! Assign responsibilities and time-frames

Set your practical measurables. Make sure it's motivating and highlights possible bottlenecks. Open a communication channel and agree on follow-ups

TO DO: communication plan in all departments

Your strategy's content is ready for now! Create your strategy template that's clear for all, shareable and editable. Remember to share it!

USERS

DIGITALIZATION STRATEGY

TECHNOLOGIES

ELEMENTS

I'm a bit unsure if I know what to do if i have trouble with the new system…

Just message the admin on chat, I'll show you.

Ensure you and your team have the necessary skills and channels for open communication. Share possible risks and react accordingly.

Digitalization Strategy Note Sheet

USERS

List all the users of your strategy here:

ELEMENTS

List the depart-ments and other factors that affect or are affected by the strategy:

VISION AND MISSION
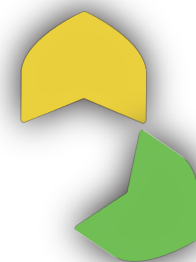How are we positioned in our field after 2 years?
What goals we have reached?

KEY DEVELOPMENTS POINTS
TOP 3 development points are:

INVOLVE YOUR STAFF List key findings of communal workshops with your staff
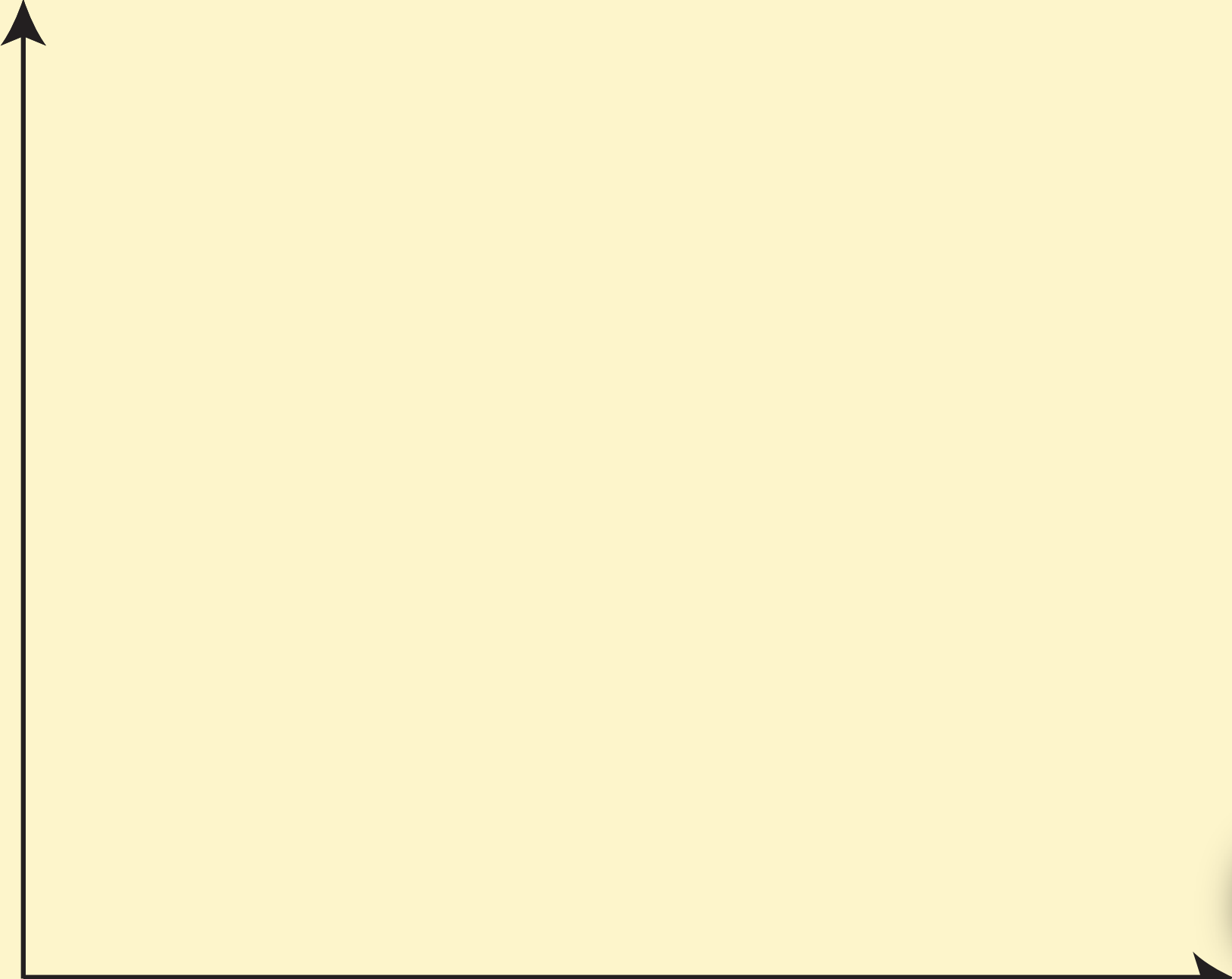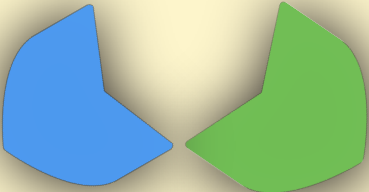
TECHNOLOGIES

Research the technologies and tools available and choose the ones that provide realistic value

Digital feasibility

Effect on business

MERGE YOUR DEVELOPMENT POINTS TO YOUR BUSINESS STRATEGY
Draw out your service chain and where your digitalization plans meet

TACTICS AND ACTIONS Activities during next 6 months

1.

Responsible:

Follow-up on (date):

How do we ensure continuous communication?

Plan for needed skill development:

HOW TO COMMUNICATE ABOUT THE STRATEGIC CHOICES

Strategy communication TO DO list
(check when done):

☐ Discussed in teams/departments

☐ Shared in staff's platform

☐ Communication channel created

☐ Accessible

☐ Understandable

☐ Editable

☐ Practical actions related clarified