

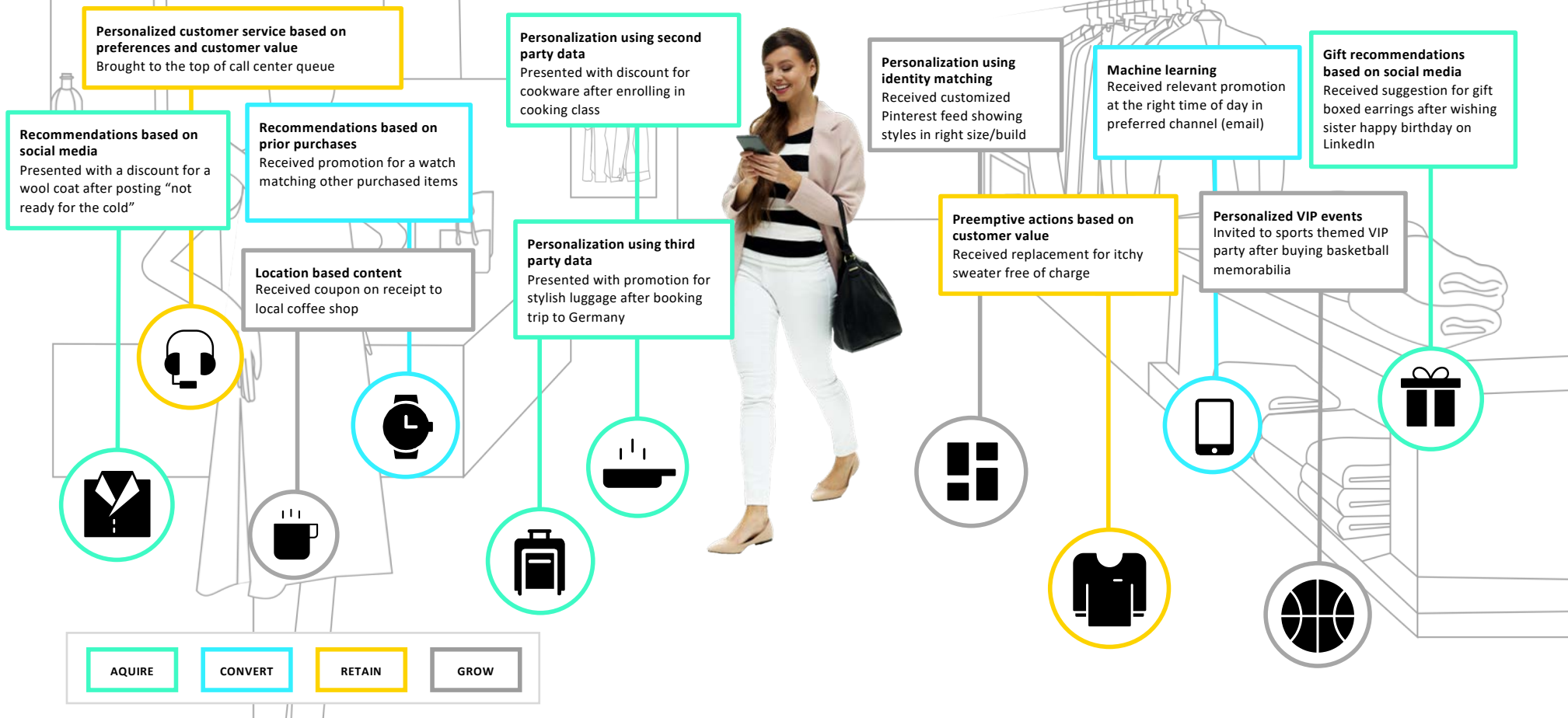
A close-up photograph of a woman with long brown hair wearing dark sunglasses. She is holding a clear plastic cup filled with a pink, bubbly slushy drink and drinking through a pink straw. The background is a blurred fairground with various structures and people. The text 'DIGITAL Imperative' is overlaid in white, with 'DIGITAL' in a smaller font and 'Imperative' in a large, bold font.

DIGITAL Imperative

THIRST FOR
DIGITAL EXPERIENCE

INDIVIDUALS ARE GETTING ACCUSTOMED TO THIS

Personalized Consumer Experience



INDIVIDUALS ARE ALSO GETTING ACCUSTOMED TO THIS

Personalized Business Experience

Personalized Pre Sales

I will not receive as many cold calls as they will know what I am looking for and already have my information

Proactive Needs Identification

I already know exactly what I am looking for and because they know what I want, they identify my needs before I even send out an RFP

Personalized Service Education

The system will send personalized content to educate me on the right service at the right time.

Customized Service Solution

Individuals at my company can set preferences for their service experience. For those that prefer to speak to a representative, there is someone available when needed. Others can access information on-demand through chatbots, natural language search and easy to use information channels

Pre-Empted Customer Service

The vendor will track my interactions with to see how I am using it and if there are issues. They will send in additional trainers to optimize performance and focus on where we need help

Usage-Based Recommendations

From my usage data, my vendor knows enough about me to recommend me to additional products that might suit my needs

Personalization Based on Value

I receive a customized package with personalized pricing based on my customer value

Hassle Free Procurement

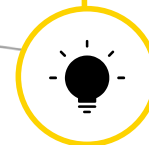
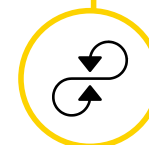
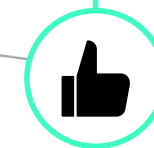
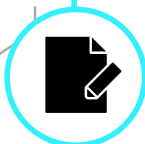
My vendor uses data of other companies in similar industries or that exhibit similar behaviors to identify the information that I need to provide to procurement

Customized Training

I receive customized training through preferred channels (e.g., in person, through web video conferencing, through virtual reality), which shortens the onboarding time

Seamless ERP integration

My vendor easily integrates into my ERP system so that I do not need to spend time doing time consuming administrative tasks



PLAN

EXECUTE

DESIGN

OPTIMIZE



A man in a gym is performing a handstand against a wall. He is wearing black shorts and is shirtless. His legs are spread wide, and his arms are extended upwards. The gym has a wooden floor, a wooden box, and a window in the background. The text "SETTING UP FOR success" is overlaid on the image.

SETTING UP FOR success

Key enablers for digital acceleration

Digital talent development

Build the digital talent pool by training employees

Innovation culture

Embrace a “succeed fast” approach to innovation that focuses on the end-user and desired outcomes



Balanced digital portfolio

Understand how to prioritize initiatives and manage the digital portfolio



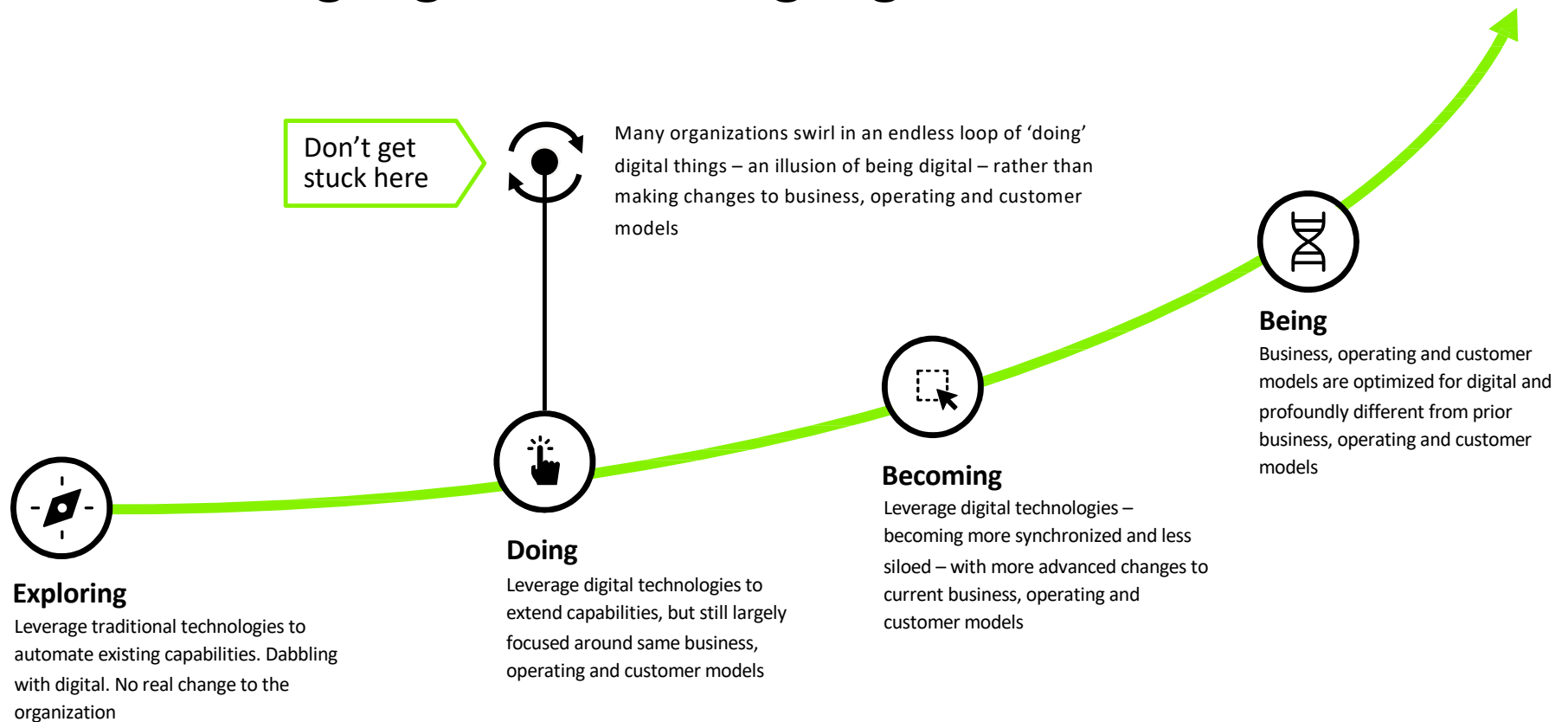
Cross- and inter-department collaboration

Break down traditional silos to improve collaboration across agencies and functions

Robust digital ecosystem

Leverage connections within the state and the citizens to be digital

From “Doing Digital” to “Being Digital”



'Being' digital isn't easy and point solutions don't work

THESE DON'T WORK

Immediately jumping into “technical solutions” only...



Focusing only on digital technologies



Hoping implementing “agile methodology” will be all they need



Calling processes Agile but still really operating in Waterfall



Declaring digital success based on isolated victory or bursts of activity

Immediately jumping into “people solutions” only...



Trying to ‘org design’ their way to digital and agility



Just telling people to be more agile and innovative

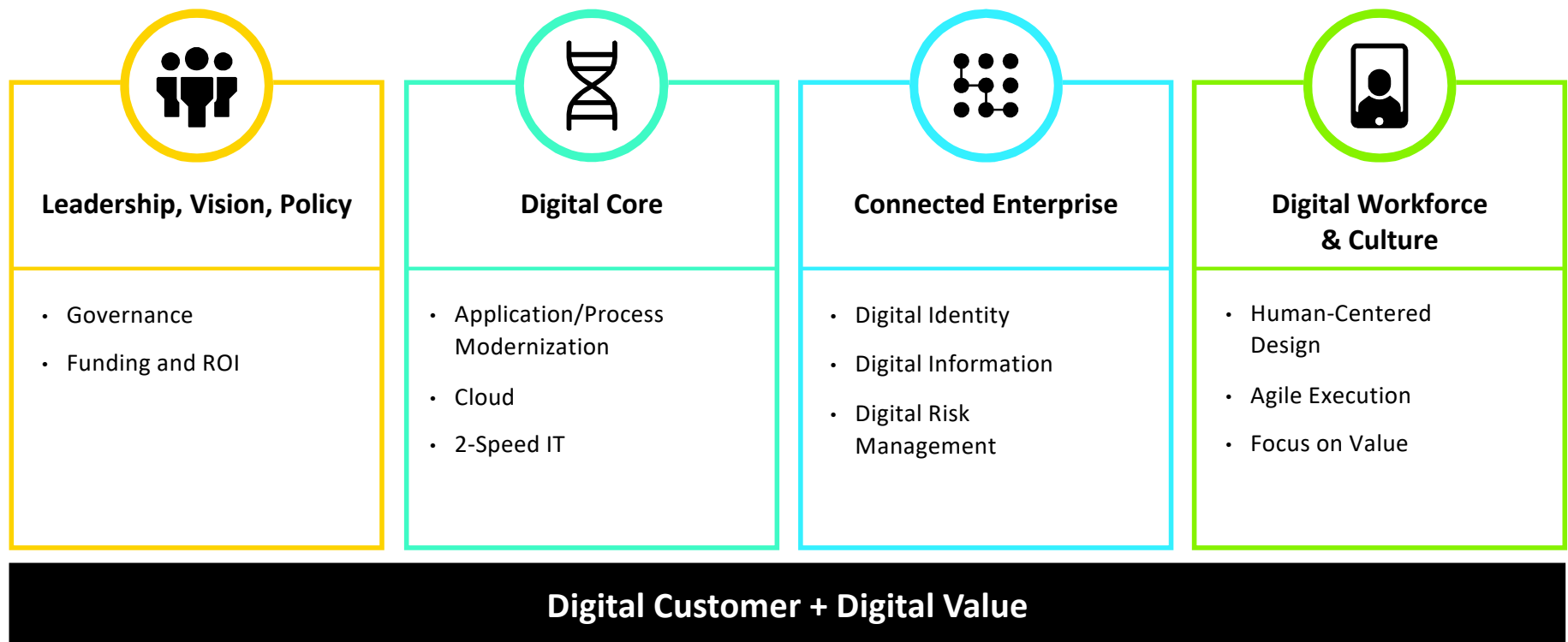


Hiring a Chief Digital Officer to solve everything



Buying digital skills without also training existing talent

Framework for Digital Transformation



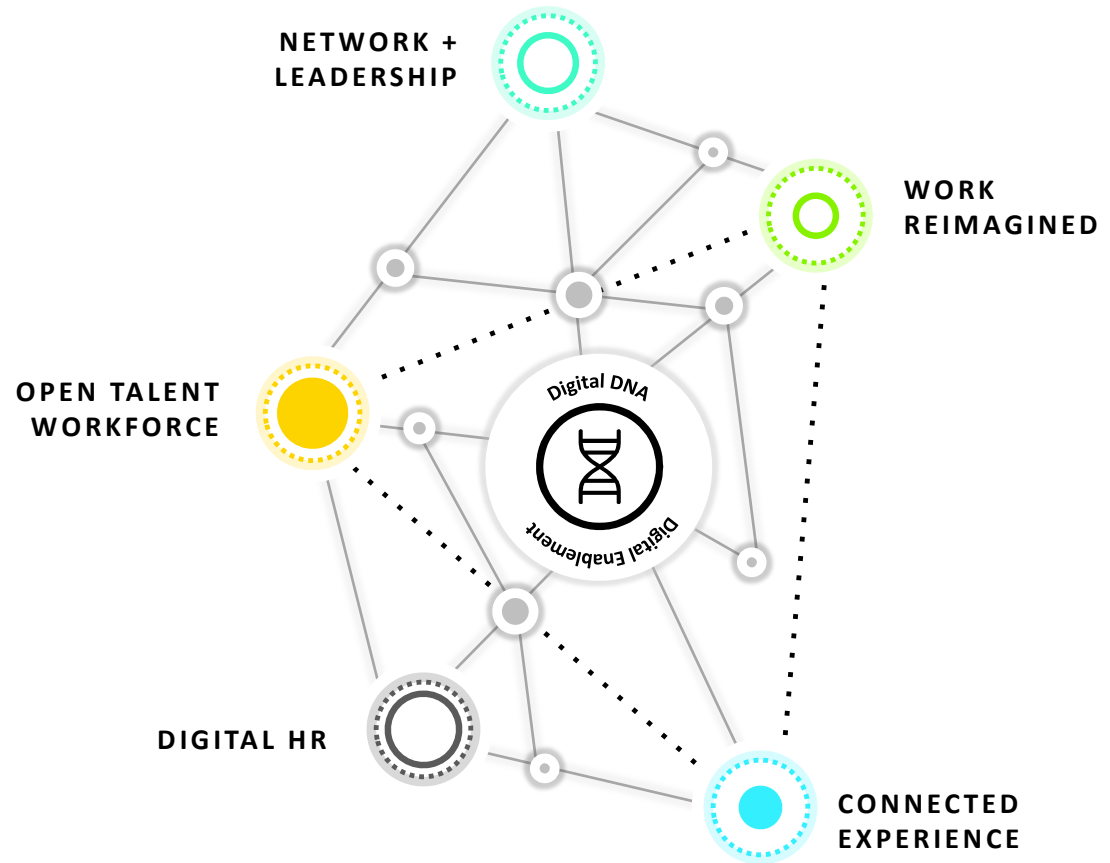


DIGITAL WORKFORCE

& culture

The Digital Organization 2.0

When activated, these elements are essential to being a digital organization. Digital at the core of the business, an enabling environment for the organization to be digital, and the commitment and leadership to drive this change. Using the Digital DNA nucleus to identify areas of focus, an organization will learn, grow and accelerate their digital ambition.



Hurdles clients face

You do not have an understanding of what it means to “Be Digital” (or know where to start)

Getting the right focus

Where will you focus? Prioritize and develop the right Digital DNA traits to invest your time and energy to **deliver your digital ambition**

- What does it mean to Be Digital?
- Where should we focus our digital efforts?
- Which leaders should be involved in creating my digital journey?
- Which aspects of the organization need to evolve to drive our Digital Ambition?

You have a Digital Ambition but do not have the right structure, workforce or leaders

Getting the concept right

Will your concept deliver your business needs? **Develop and rapidly refine your ambition**, rethinking the role of leaders, structures that deliver and new talent models

- How do we prepare our leaders?
- How do we structure to achieve our ambition?
- How do we use new talent models to deliver value and adapt quickly?
- How do we connect our workforce to maximize collaboration across our talent models?

You do not have capabilities to scale (or know where to harness new skills)

Getting the organization to scale

Are you equipped to scale the business? **Scale your organization** by deploying a high-performing set of talent capabilities and using analytics to sustain organizational performance

- How do we structure to operate as a network of teams?
- How do we maximize digital transformation through ecosystems and partnerships?
- How do we equip our teams with new digital skills?
- How do we use analytics to motivate performance?
- How do we partner with HR to deliver consumer grade experiences for our workforce?

Leading the digital organization

The digital workforce requires organizational commitment to digital leadership and governance



FOCAL POINTS

Create a focal point for digital leadership in the CDO



DIGITAL STUDIO

Establish a digital studio as a center for digital talent & innovation



DIGITAL TALENT

Make digital talent available to the agencies



FEDERATED GOV

Create the federated governance model that spans the agencies