

DIGITAL TRANSFORMATION PLANNING TOOL



A collection of checkpoints, considerations and questions to ask yourself when undertaking a digital transformation.



1. EXAMINE YOUR PROJECTS

Consider brainstorming sessions with your team to work through the immediate digital needs of the business.

Ask yourself:

- What will be most useful?
- What is going to give the best bang for buck and opportunity for growth?



2. CHALLENGE YOUR IDEAS

Contemplate pivoting service offerings to meet the needs of the intended market now.

Ask yourself:

- How can our current website be transformed to meet the needs of my customers?
- Can we take any service offerings online?



3. REPRIORITISE YOUR LONG TERM INVESTMENTS

Be flexible. Perhaps this is an opportunity to move forward or start work that will future-proof your company.

Ask yourself:

- What processes need improving?
- What is going to benefit your employee experience?



4. LEVERAGE ORGANISATIONS WITH EXPERIENCE

There is plenty of help out there, but it is crucial to consider the experience of who you work with.

Ask yourself:

- Has the company proved itself with the work you need them to do?
- How accessible will they be?