Digital Needs Assessment

What is it?

A Digital Needs Assessment.

- Helps you identify where you want to be with your digital skills
- Shows you the gap between your current and desired digital skills (and where you might want to invest)

What are the benefits?

- You can **see the opportunities** for your organization
- You can identify the digital skills that will help your organization deliver results
- You can start to identify your digital goals

If you ask these questions:

- What should I prioritize when it comes to digital?
- How digital should my organization be?
- How can my organization benefit by improving digital skills?

Start with a Digital Needs Assessment!

What should it assess?

- It will measure the gap between where you are today digitally and where you want to be.
- It often looks at 8 main categories of digital use (see table below).
- You might focus on specific categories or add categories, depending on what's important for your organization.

Key Digital Categories

6 Vision	The goals you have for the digital future of your organization
Activities and Services	How you use digital to perform activities or deliver services to your target audience
Target Audience	How you use digital to get information about your target audience (the groups of individuals that you serve)- their digital expectations, preferences, and behaviours
Engagement	How you use digital channels to reach out to your target audience
O Development	How you build digital activities and services to suit your target audience's needs
Technology	How you currently use technology for processes and activities, and the type of technology you use
People and Organization	How you enable your people to use digital tools and encourage new technology in your organization



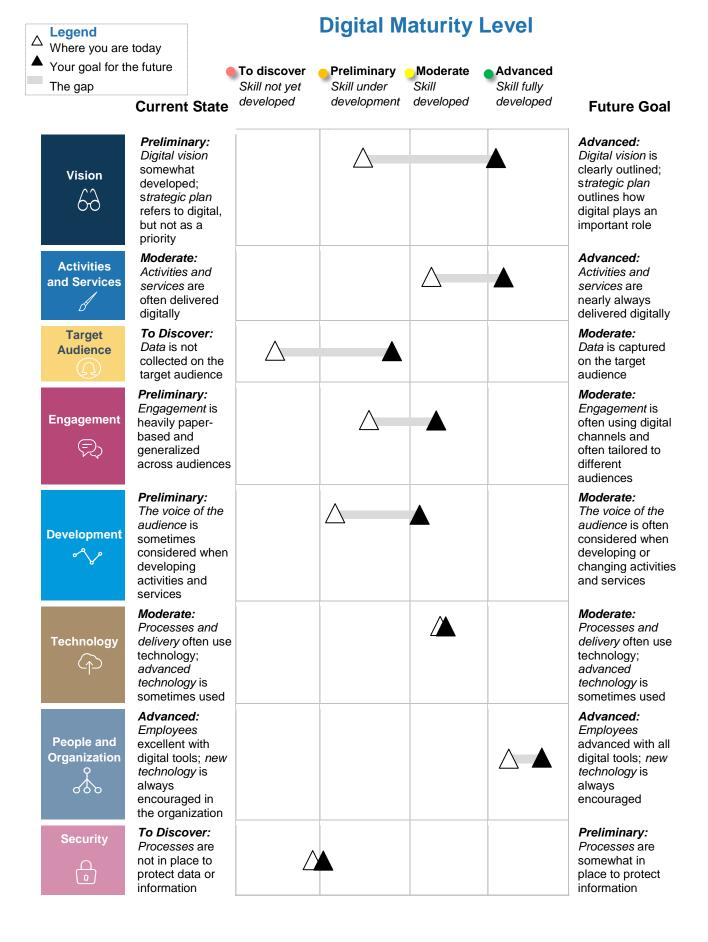
How you protect your digital information with clear processes that you update

Digital Needs Assessment: EXAMPLE

The example below measures a fictional organization's needs across 8 possible categories.

For each category, there are four maturity levels where an organization can be: *To Discover*, *Preliminary*, *Moderate*, and *Advanced*.

You don't need to be advanced in every category. You may choose which categories are important to your organization.



The consultant can help you understand what your future state might be.

Together, you may consider your *capacity, resources available*, the *benefits*and the *cost* in order to set your goals.

What comes next?

When you work with a consultant to develop your Digital Needs Assessment:

- You'll have a better idea of where you want to be in the future when it comes to digital!
- Think about your digital needs: How big is the distance from where you are to where you want to be? What factors influence where you set your goals?
- Now that you understand where your digital gaps exist, you can prioritize opportunities for the future and create a plan – think about a <u>Digital Strategy</u> next.