

Developing your digital strategy from the employee point of view

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Chief Commercial Officer

REBA Innovation Day – November 2017

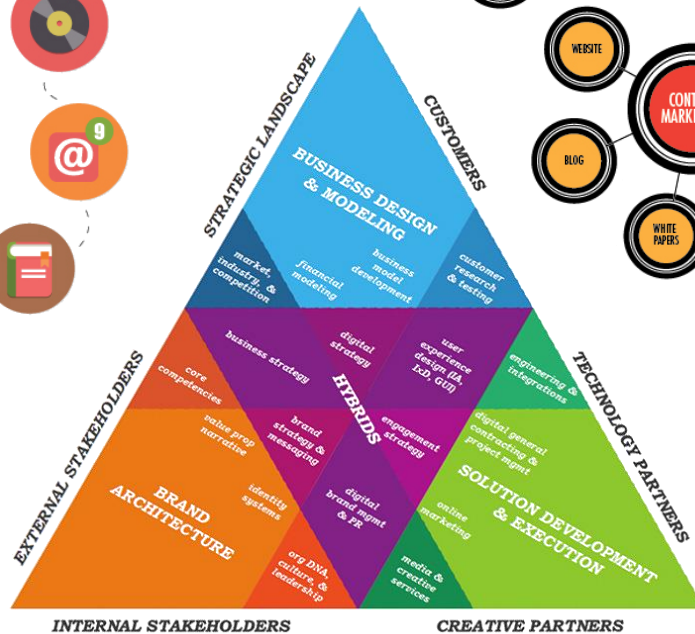
Slido

How would you describe your organisations Digital Strategy?

- A company-wide digital strategy, easily articulated, embedded in each department & understood by all
- A departmental digital strategy, but I don't know how it relates to the finance / marketing / IT departments digital strategy
- A digital strategy, I think IT deal with it
- A digital what?

What is a Digital Strategy?

A **digital strategy** is a form of strategic management and a business answer or response to a digital question, often best addressed as part of an overall business strategy. A digital strategy is often characterized by the application of new technologies to existing business activity and/or a focus on the enablement of new digital capabilities to their business (such as those created by the Information Age and often as a result of advancements in digital technologies such as computers, data, telecommunications, Internet, etc.). As is the case with its business strategy parent, a digital strategy can be formulated and implemented through a variety of different approaches. Formulation often includes the process of specifying an organization's vision, goals, opportunities and related activities in order to maximize the business benefits of digital initiatives to an organization. These can range from an enterprise focus, which considers the broader opportunities and risks digital can create and often includes customer intelligence, collaboration, new product/market exploration, sales and service optimization, enterprise technology architectures and processes, innovation and governance; to more marketing and customer-focused efforts such as web sites, mobile, eCommerce, social, site and search engine optimization, and advertising.



What is a Digital Strategy?



**THERE IS NO
“DIGITAL STRATEGY”
ANYMORE, JUST
STRATEGY IN A
DIGITAL WORLD.**

Bud Caddell

Designer of Teams, Organisations & Cultures

Slido - Understand Your Digital Maturity

Your Employee's Digital Experience – who are your employees most likely to compare you to when it comes to the employee digital experience?

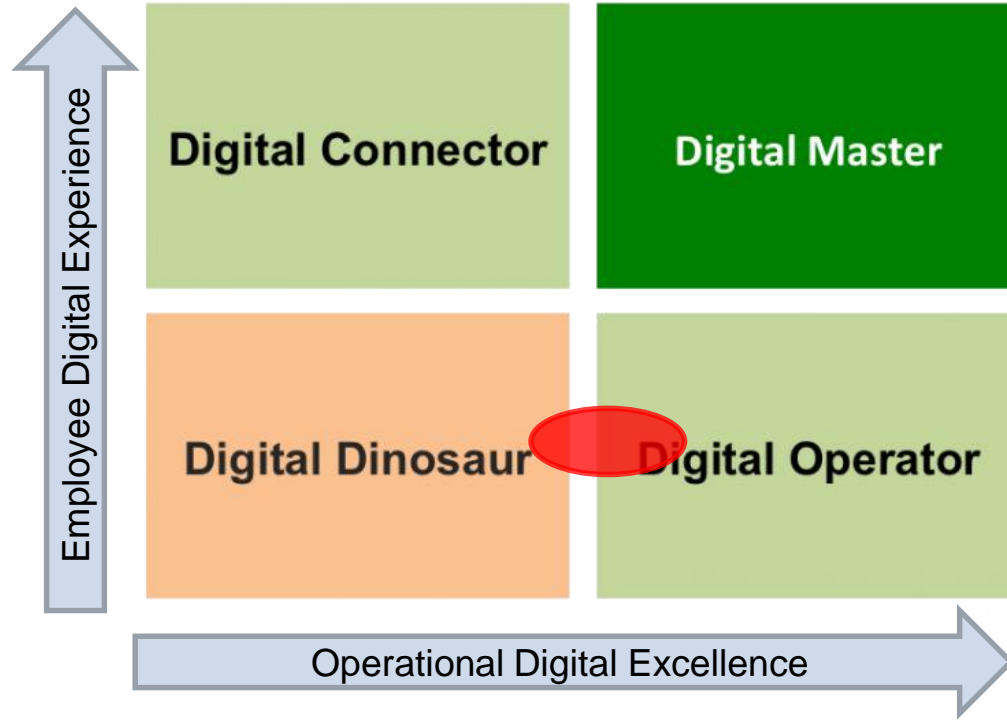
- Like Amazon
- Like John Lewis
- Like Dominos
- Like Woolworths

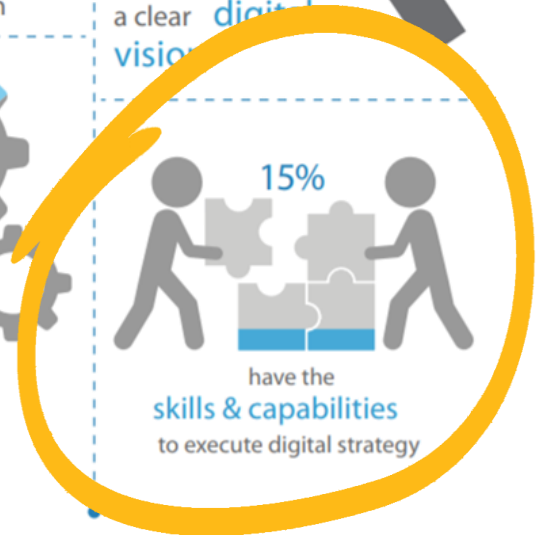
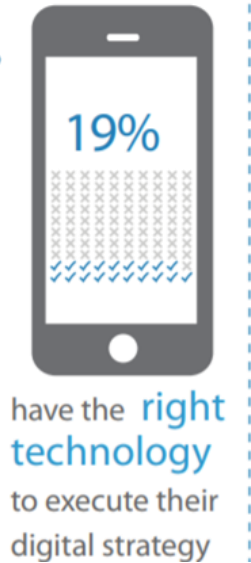
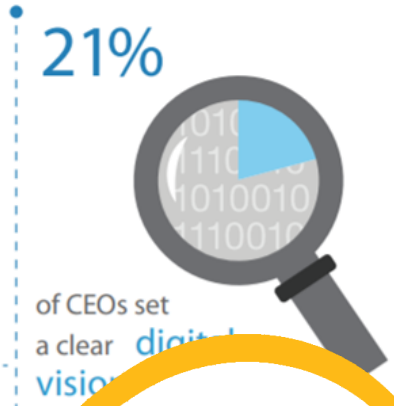
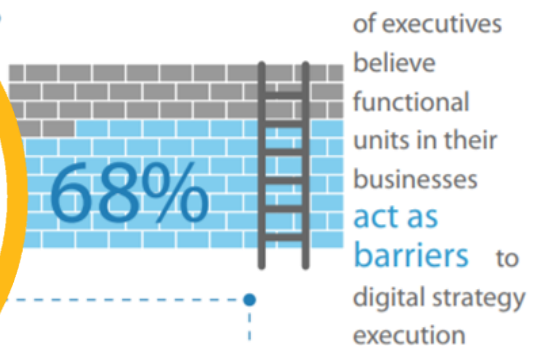
Slido - Your Back Office Digital Excellence

How would you describe your companies digital excellence?

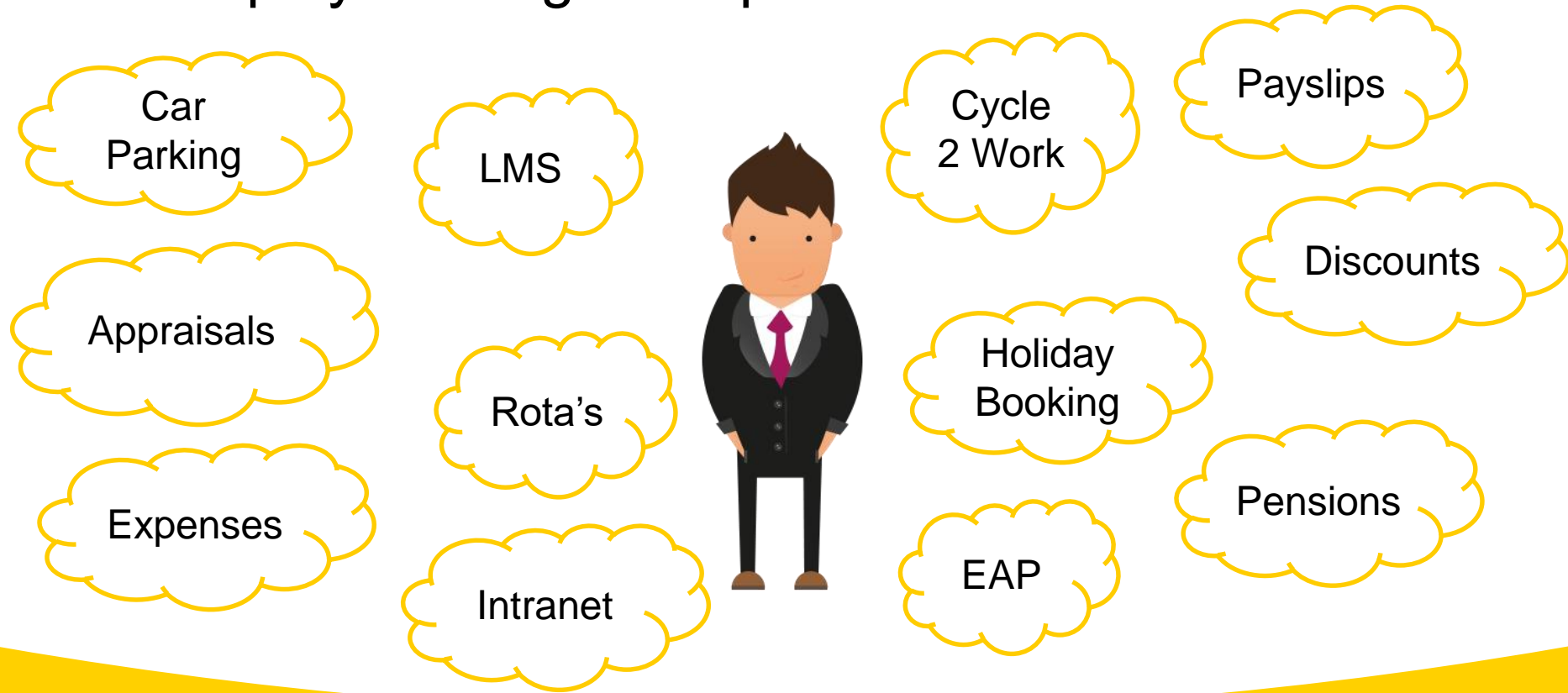
- Our back office is totally digital, integrated and joined up
- We're almost completely digital but the systems don't talk to each other
- We have digital systems but most of the work is still manual
- Most of our processes are still manual and paper based

Understand your Digital Maturity

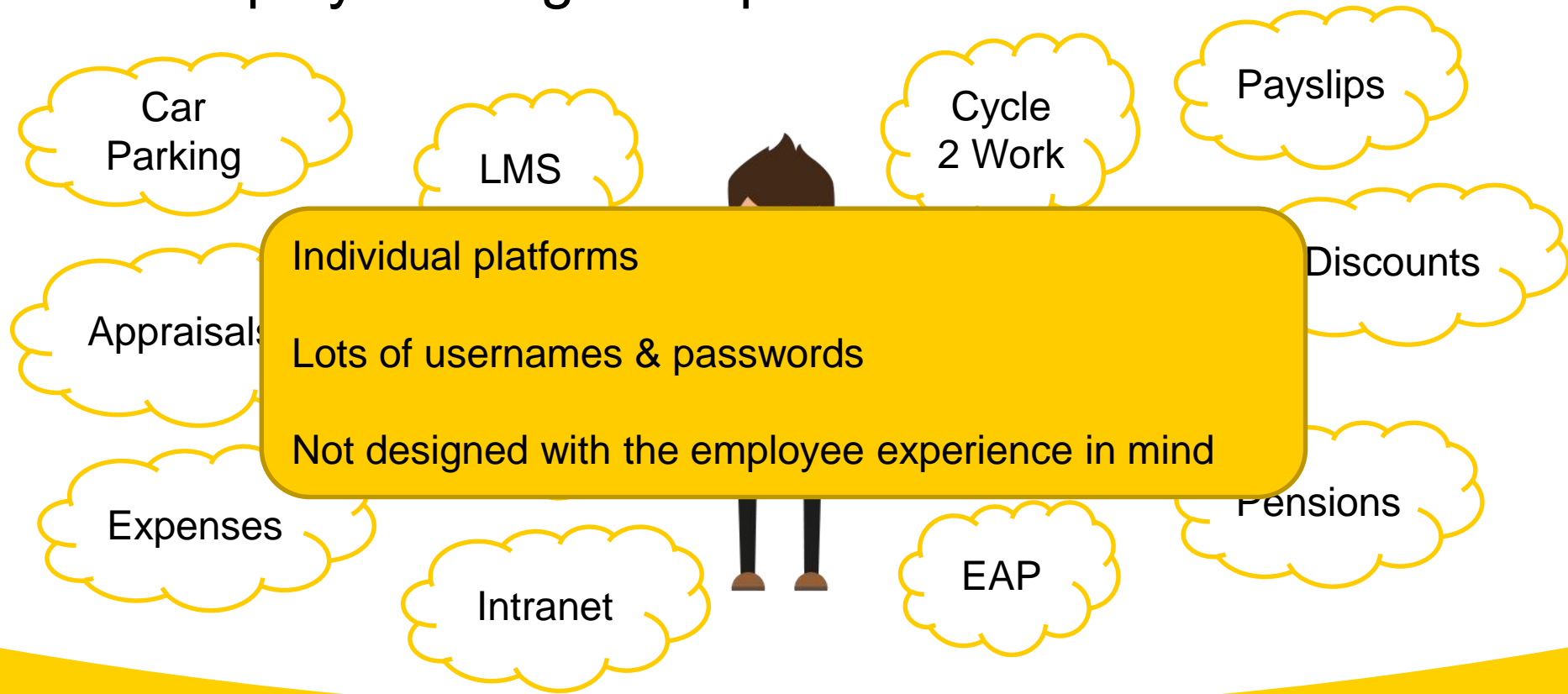




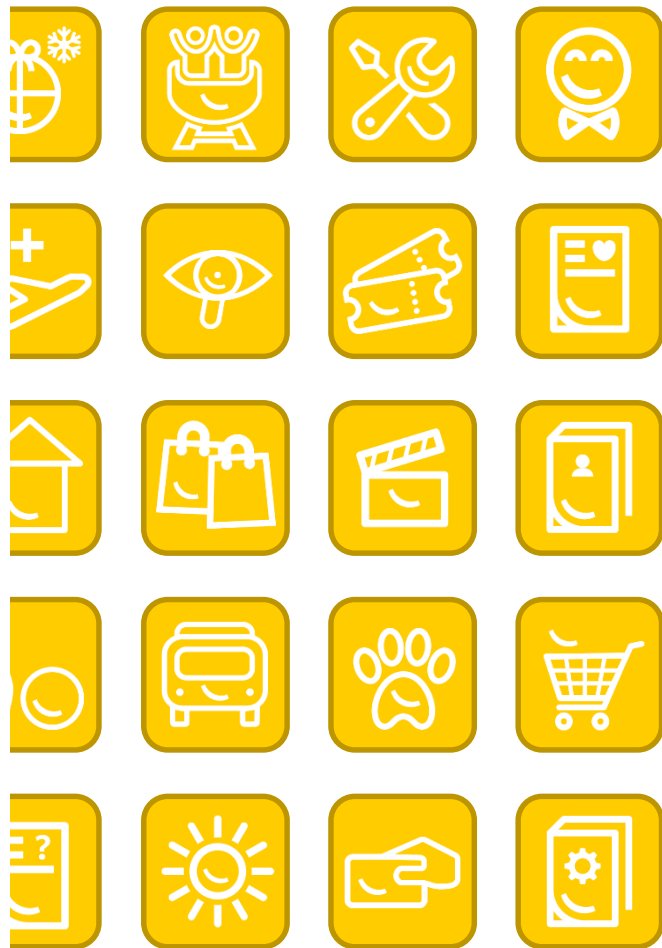
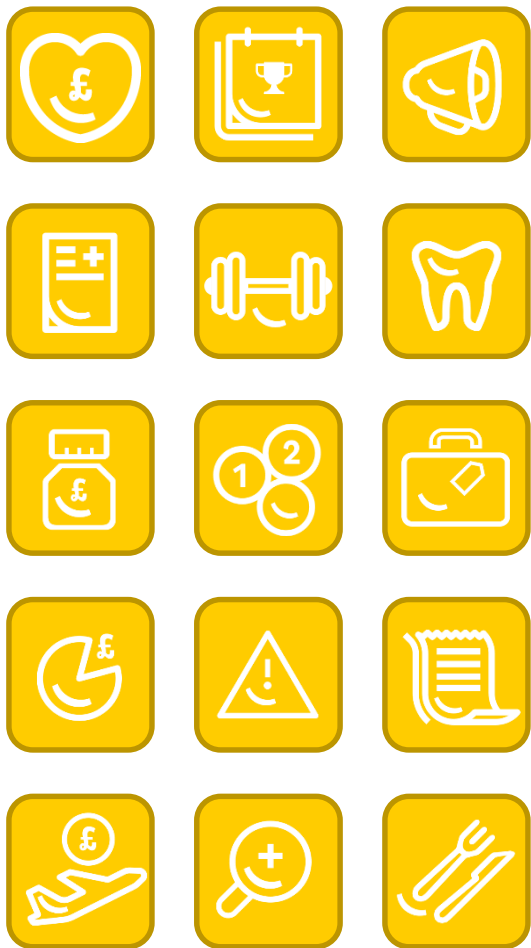
Your Employee's Digital Experience



Your Employee's Digital Experience







Your Employee's Digital Experience



- Single Point of Access

- Single Sign On

- Nothing more than 3 clicks away

- One Username

- One Password

More Awareness

Greater Understanding

Higher Participation

You already have (almost all) the solution in place



In 2007...
everything
changed

The New Communications Infrastructure...



...and communication is the difference



Saying 'mobile internet' should be like saying 'colour TV'. We'll use the word 'mobile' a lot less in the future, because it will just be assumed that's how we're communicating.

Peter McLachan, Chief Product Officer & Co-Founder, Mobify

If you only remember 4 things...

- Don't have a digital strategy, just have strategy relevant to the world today
- Think as an Employee, not a People Professional
- Digital is Mobile
- You already have the digital infrastructure in place

Thank you

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