



Digital Steward



Digital First-Mate



Digital Captain

## DIGITAL FIRST-MATE

You are working hard to begin your digital voyage.

You're on the right track to digitally transforming your organisation, with a good overview of your beneficiaries and donors.

Digital systems are starting to become the norm in your organisation, though some manual processes are still in place. You are also starting to take your data seriously, and using insights from your analysis to look at where you should focus next.

Automation is starting to take hold too, with more and more workflows being automated within your SSA. You've made strides in your digital transformation, but some processes still remain unclear and siloed.

## YOUR 3-STEP PLAN TO DIGITAL SUCCESS

Keep your progress going and get your crew onboard.

- 1. Appoint Digital Captains & core digital crew members** to keep your organisation's digitalisation in check. Your core crew should be a diverse representation of your SSA, including members from IT, marketing, design, and data. Appointing a Chief Digital Officer (CDO) is also a good idea to keep your organisation disciplined and accountable.
- 2. Push through the waves and encourage culture change.** Establishing a new digital culture is difficult without the push from top management. You will probably encounter some resistance from staff, but you should have change management strategies in place to tackle this. Appointing digital advocates among the staff to provide training and peer-to-peer support is a great way to do this, as well as investing in training and creating feedback loops for everyone's voices to be heard.
- 3. Start small with lighthouse projects** (low-risk, high-reward). Lighthouse projects are a commonly used as agents of change to prove that digitalisation works. Getting small but consistent wins will get you the support and resources you need from your stakeholders.