

Digital Transformation Self-Assessment

Nobody is accountable for Digital Transformation in our organisation	We have appointed a “Head of Digital”, reporting to the Chief Exec.	Our Chief Exec is “Head of Digital”
0 1 2 3	4 5 6	7 8 9 10
Our Trustees have discussed “digital”	One of our Trustees is taking a lead on “Digital”	At least one of our Trustees is under 30
0 1 2 3	4 5 6	7 8 9 10
We have an IT Strategy	We have a well-defined Digital Strategy	“Digital” is embedded in our Organisational Strategy
0 1 2 3	4 5 6	7 8 9 10
We have no need to innovate; we just need to improve the efficiency of current processes	We have no R&D budget and outsource innovation to suppliers and partners	We have an R&D budget and run innovation labs to help us transform our performance
0 1 2 3	4 5 6	7 8 9 10
When recruiting, we ask for “Office” IT skills because most of our processes depend on Word, Excel and PowerPoint	When recruiting for marketing and fundraising posts we ask for social media & CMS skills	When recruiting for all posts, we ask for data handling, analytics and social media skills
0 1 2 3	4 5 6	7 8 9 10
We have a few separate, business-critical, on-site, IT systems for finance, HR, fundraising	We have moved to cloud-based marketing, fundraising and donor management systems	We use a range of interconnected, cloud-based, Apps to enable our internal and external-facing processes
0 1 2 3	4 5 6	7 8 9 10
Our approach to “digital” focuses on our making our website more attractive and user-friendly	Our approach to “digital” focuses on our website and improving internal business processes	Our approach to “digital” extends to emerging technologies such as VR, AR, 3D printing, Wearables, RFID, IoT
0 1 2 3	4 5 6	7 8 9 10
There is no need for us to deliver services to our beneficiaries, online	More of our existing services to beneficiaries are being delivered online	We are delivering new services to our beneficiaries online and through Apps and Mobile
0 1 2 3	4 5 6	7 8 9 10
We don’t believe digital technologies will disrupt our organisation, sector or beneficiaries	Digital technologies are already disrupting our organisation, sector or beneficiaries	We are adopting and adapting digital technologies to disrupt our organisation and sector, to create more impact for our beneficiaries
0 1 2 3	4 5 6	7 8 9 10
We are finding it hard to adapt to current challenges and economic pressures	We are responding to today’s challenges, but change and transformation is slow.	We are able to be agile and to respond effectively to changing needs in challenging times
0 1 2 3	4 5 6	7 8 9 10
Our costs are increasing and our income is reducing, making it harder to impact on our beneficiaries.	Our approach to “digital” has improved efficiency and positively impacted on fundraising	Our approach to “digital” has improved efficiency and positively impacted on fundraising and our beneficiaries.