Digital Maturity in Change Management Prospective

Key Potential for Business, Government and Social Development

Ekaterina Genkina
“Effective digital cooperation is instrumental in achieving the “future we want” and the ambitious goals of the 2030 Agenda for Sustainable Development. This is not something that any country, company or institution can achieve alone.”

Source: Secretary-General’s Roadmap for Digital Cooperation
Digital Maturity

**Maturity Model**

- Initial (E-Government) - Level 1
- Developing (Open) - Level 2
- Defined (Data-Centric) - Level 3
- Managed (Fully Digital) - Level 4
- Optimizing (Smart) - Level 5

**Key Elements**

- Technologies
  - Infrastructure
  - Data
- Processes
  - Regulation
  - Standards
- People
  - Capabilities
  - Culture

**Stakeholders & Roles**

- **Government**
  - Developers
  - Protectors
  - Supporters
- **Business**
  - Innovators
  - Advisors
  - Integrators
- **Society**
  - Influencers
  - Impacted
  - Not Involved

* Source: [Gartner Digital Maturity Model](http://gartner.com)
Change Management
human-centric approach for development

smooth transition from current state to target state
Change Management in data

Only 30% of transformations are successful, because of a lack of focus on human factors.

42% transformations had no common vision of change.

65% cases had stakeholders with wrong expectations.

92% cases confirmed leadership support is a key success factor.

143% ROI with a quality change management and 6 times more likely to meet objectives and timeframes.

Focus on people impacts on the transformation results.

Source: McKinsey, HBR, IBM, PROSCI
Digital transformation in Change Management Prospective

- **Prepare to lead**
  Establish management center and increase its readiness by trainings, reference visits, best practice overviews, mentoring

- **Define target**
  Conduct Digital Maturity assessment, E-Resilience check, and set-up vision of target state

- **Create team for success**
  Identify stakeholders needed to advise, develop, and implement to achieve target state. Be clear on their roles and strategy

- **Collaborate in all levels**
  Set-up transformation governance, simplify communication, collaborate on regional-, country- industrial levels

- **Focus on plan**
  Prioritize gaps and create a roadmap for Processes, Technologies and People Readiness improvement; define resources is needed on local, regional, global sides, strengthen the team for success

- **Improve continuously**
  Organize progress monitoring, regular feedback, and health-checks in order to inform development plans
Digital transformation in Change Management Prospective

**Take an opportunity**
Use industrial expertise and learn to act together with Government for sustainable development; build effective GR function

**Engage for value**
Participate in common sessions, develop suggestions for law, infrastructure needs, people-, technology-, process GAPs mitigation

** Became a center of excellence**
Identify areas of strength where own practice and capabilities and became an advisor for national and regional targets

**Industrial integration**
Define areas for development in industrial cooperation, increase industrial power to bring more value in issue resolution

**Take social ownership, be a role-model**
Embed UN values into a corporate culture. Participate in digital literacy building - develop programs for school, universities based on business needs, hold knowledge sharing activities, inform about opportunities in digital space to adapt and develop society
Digital transformation in Change Management Prospective

- **Remove the blocks**
  Provide internet access for the people out of the network, based on deep analysis of the reasons. Develop combined programmes with business, cost regulation, cross-countries collaboration for infrastructure needs.

- **Build Trust**
  Use communication channels to activate usage of e-tools based on benefits for people, share information about new opportunities within new programmes and cybersecurity actions, increase recognition of digital value.

- **Improve Literacy**
  Set-up programmes for society, use different formats to get knowledge on digital rights, technology options and skills to use, include volunteers to provide individual support for senior people.

- **Engage in development**
  Develop digital technologies based on people request and needs, activate feedback channels for inclusive society, develop opportunities to impact on digitalization process.

- **Create Culture**
  Implement human-centric approach for technology adoption, increase individual digital maturity and receive users feedback on impacted quality level for digital development, activate society as a change agent.
Conclusion

Roles and responsibilities of stakeholders are **changed and mixed up**

Reactive model needs to be transformed to **create a proactive and predictive model** for sustainable growth

Digital maturity has became a **common international** objective and requires collaboration on all levels and modern management approaches
Thank you for attention!

+7 903 793-02-40
Genkina.Ekaterina@gmail.com
LinkedIn: Ekaterina-Genkina