

Building Digital Capacity



Leadership strategies

1. Go on a recon mission.

Before starting with anything digital, go out and spend time learning what's really going on within the organization.



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2. Start small and move fast.

Starting with something basic like redesigning a website may seem unsexy, but it can lay the foundation for more complex things.



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4. Servant leadership.

IT managers play the critical role of clearing away obstacles to get things done.



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3. Practice Digital Aikido.

Digital-savvy leaders shape and build energy on digital platforms rather than resist them – use digital media to gauge attitudes, build influence, and motivate action through social networks.



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Talent strategies

5. Create interesting job descriptions.

Move from dry, boring job descriptions with mind-numbing titles to creative alluring positions and postings.



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6. What's your offer?

Create a unique value proposition to attract the best talent.



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7. Don't leave recruitment to HR staff.

Get personally engaged in recruiting – you have to hunt for them.



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8. Embrace a temporary dream team.

If you have the chance to cherry-pick and build a digital team of brilliant individuals, take it – even if it's temporary.



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9. Balance tech whiz kids with government veterans. The best digital teams are multidisciplinary and diverse – with deep understanding of government's processes and challenges as well innovation-minded tech whizzes.

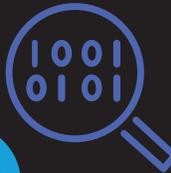
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11. Ensure cutting-edge technology for cutting-edge talent. Make sure your digital team equipped with cutting-edge IT and technology infrastructure is a pre-requisite to building the team.

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10. Identify capabilities gap.

Address digital skills gaps and invest in resources and technologies to help build a culture and capabilities supporting the digital transition.



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13. Build a digital talent ecosystem.

Head outside of your government organization and explore innovative channels for your talent needs.



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12. Identify the torch-bearers.

Identify people who will spread-the-word both within and outside your government organization about becoming part of your digital team.



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Tools and techniques

14. Digital maturity diagnostic. Create a holistic view of the organization and strategic approach to digital transformation.

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15. Digital Transformation Roadmap.

Build a roadmap that covers key areas such as culture, leadership, workforce, procurement, and stakeholder engagement.

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16. Digital Fellows program.

Launch short term design and technology programs to attract top-notch Web designers and developers.



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17. Digital Academy.

Create a boot camp-style digital academy to train and upskill staff and get the organization ready, one cohort at a time.



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18. Prizes, challenges, and hackathons. Initiate prizes, challenges, and focused hackathons to engage the developer and designer community.

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