

Tools and templates



Creating a technology strategy for your business

A solid technology strategy will help you to figure out how digital tools can support your goals and plan which technology you will need in the future.

<p>Outline your business goals</p> <p>The primary purpose of a technology strategy is to support your business goals, so don't underestimate the importance of this step. Consider your:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Company values <input type="checkbox"/> Vision for success <input type="checkbox"/> Sales targets <input type="checkbox"/> Growth plans 	
<p>Decide on the scope and schedule</p> <p>Define the purpose of your strategy – even if it's company-wide, it can't solve every problem. Set clear objectives for what you want it to achieve and how it relates to different departments.</p> <p>Consider when your strategy will be delivered too. Most strategies are long-term, but you might want to review and refine it every six months, for example.</p>	
<p>Consult with stakeholders</p> <p>Think about who will be responsible for delivering and reviewing your strategy.</p> <p>Meet with key stakeholders and find out:</p> <ul style="list-style-type: none"> <input type="checkbox"/> How they use technology <input type="checkbox"/> Limitations with current tech <input type="checkbox"/> Their plans for next year and how tech could support them 	

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Review your current technology

A technology strategy isn't necessarily about starting from scratch. Find out what works, what doesn't and where your tech needs to be tweaked or changed entirely.

- How do different teams use technology in the business?
- What systems provide the most value?
- What have you outgrown?

Map out your overall structure for technology in the business

Write a list of key software and hardware you currently use or plan on implementing.

Then list any additional department-specific tools you will need to meet your goals, like:

- Accounting software
- Project management tools
- HR software

Compile this list in a place that's easily accessible for key stakeholders, along with:

- A plan for how you'll implement it
- A cost analysis that outlines primary and secondary costs.

Set metrics to measure the success of your strategy

Depending on your goals, you could consider:

- Time savings for employees
- Accuracy of forecasting
- Customer satisfaction
- Company growth