

## Action plan



### Define which business needs digital tools could support

There's a wealth of digital tools available, but it's important to think carefully about what's the best fit for your business rather than choosing something because it's new or popular. Developing a thorough understanding of your core needs first will help you to arrive at the right solution, whether that's new technology or something different entirely.

- **Effort:** Medium
- **Impact:** Medium

#### Actions:

#### Remind yourself of business priorities by looking at goals and your vision for success.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Reflecting on business goals will make sure you invest in the right areas of the business.

#### Send a survey to employees to find out whether they have the tools they need to do their jobs effectively and what areas could be improved.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Getting employee feedback will provide greater visibility over common challenges or roadblocks in your business.

#### Choose a key challenge based on how many staff it affects or urgency to solve, and work back towards the root cause of the problem.

- **Impact:** High
- **Suggested duration:** 10 days
- **Why this will help:** It's crucial to identify the root cause of a problem before you start searching for the solution.

## Action plan



**Talk to leaders in your network to find out how they solved a similar problem and, if they used technology, what tools worked for them.**

- **Impact:** Medium
- **Suggested duration:** 20 days
- **Why this will help:** Speaking to peers, mentors or experts will broaden your understanding of what's possible. Take time to learn about people's experiences and then follow up with your own research.

**Define which business needs digital tools could support.**

- **Impact:** High
- **Suggested duration:** 15 days
- **Why this will help:** Your research should help you make an informed decision about whether digital tools can support your business needs.

### How will I know if my action plan is working?

#### Way to measure success

Confidence to move forward

#### Why this metric?

While you might have thought, or been told, that your business needs to make better use of technology, if the numbers don't add up then it doesn't make sense to move forward with what could be quite a costly process.

#### How do I start tracking?

Working out your projected cost savings by using a new technology, coupled with expected upfront and ongoing costs, will steer you in the right direction when it comes to choice of product and employee uptake.