



Digital Needs Assessment

What is it?

A *Digital Needs Assessment*:

- Helps you identify where you want to be with your digital skills
- Shows you the gap between your current and desired digital skills (and where you might want to invest)

What are the benefits?

- You can **see the opportunities** for your organization
- You can **identify the digital skills** that will help your organization deliver results
- You can start to **identify your digital goals**

What should it assess?

- It will measure the gap between where you are today digitally and where you want to be.
- It often looks at 8 main categories of digital use (see table below).
- You might focus on specific categories or add categories, depending on what's important for your organization.

If you ask these questions:

- What *should I prioritize* when it comes to digital?
- How *digital* should my organization be?
- How can my organization *benefit* by improving digital skills?

Start with a Digital Needs Assessment!

Key Digital Categories

 Vision	The goals you have for the digital future of your organization
 Activities and Services	How you use digital to perform activities or deliver services to your target audience
 Target Audience	How you use digital to get information about your target audience (the groups of individuals that you serve)- their digital expectations, preferences, and behaviours
 Engagement	How you use digital channels to reach out to your target audience
 Development	How you build digital activities and services to suit your target audience's needs
 Technology	How you currently use technology for processes and activities, and the type of technology you use
 People and Organization	How you enable your people to use digital tools and encourage new technology in your organization



Security

How you protect your digital information with clear processes that you update

Digital Needs Assessment: EXAMPLE

The example below measures a fictional organization's needs across 8 possible categories.

For each category, there are four maturity levels where an organization can be: *To Discover*, *Preliminary*, *Moderate*, and *Advanced*.

You don't need to be advanced in every category. You may choose which categories are important to your organization.

Legend

- △ Where you are today
- ▲ Your goal for the future
- The gap

Digital Maturity Level

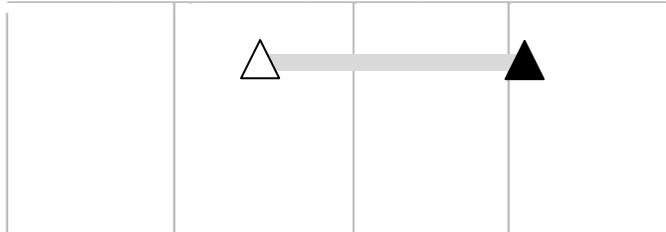
- **To discover**
Skill not yet developed
- **Preliminary**
Skill under development
- **Moderate**
Skill developed
- **Advanced**
Skill fully developed

Current State

Future Goal

Vision

Preliminary:
Digital vision somewhat developed; *strategic plan* refers to digital, but not as a priority



Advanced:
Digital vision is clearly outlined; *strategic plan* outlines how digital plays an important role

Activities and Services

Moderate:
Activities and services are often delivered digitally



Advanced:
Activities and services are nearly always delivered digitally

Target Audience

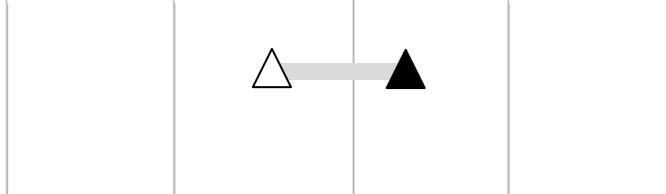
To Discover:
Data is not collected on the target audience



Moderate:
Data is captured on the target audience

Engagement

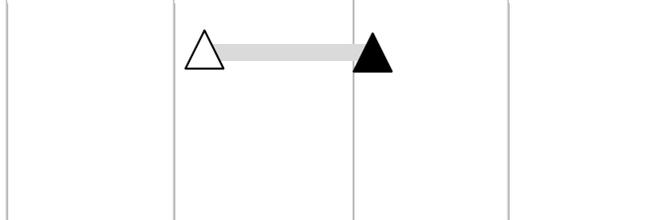
Preliminary:
Engagement is heavily paper-based and generalized across audiences



Moderate:
Engagement is often using digital channels and often tailored to different audiences

Development

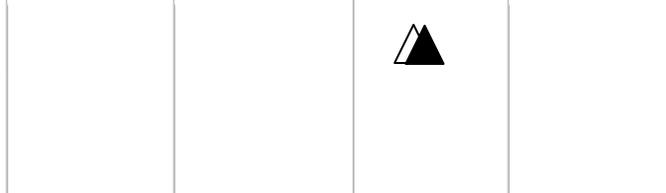
Preliminary:
The voice of the audience is sometimes considered when developing activities and services



Moderate:
The voice of the audience is often considered when developing or changing activities and services

Technology

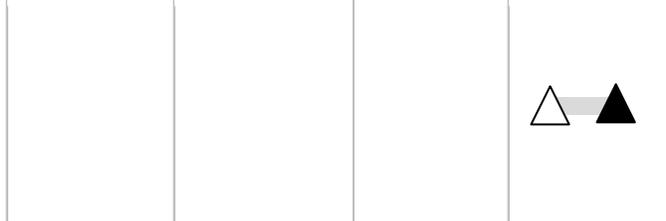
Moderate:
Processes and delivery often use technology; *advanced technology* is sometimes used



Moderate:
Processes and delivery often use technology; *advanced technology* is sometimes used

People and Organization

Advanced:
Employees excellent with digital tools; *new technology* is always encouraged in the organization



Advanced:
Employees advanced with all digital tools; *new technology* is always encouraged

Security

To Discover:
Processes are not in place to protect data or information



Preliminary:
Processes are somewhat in place to protect information

The consultant can help you understand what your future state might be.
Together, you may consider your *capacity*, *resources available*, the *benefits*
and the *cost* in order to set your goals.

What comes next?

When you work with a consultant to develop your Digital Needs Assessment:

- You'll have a better idea of where you want to be in the future when it comes to digital!
- Think about your digital needs: How big is the distance from where you are to where you want to be? What factors influence where you set your goals?
- Now that you understand where your digital gaps exist, you can prioritize opportunities for the future and create a plan – think about a [Digital Strategy](#) next.