

November 2018

Digital Fitness

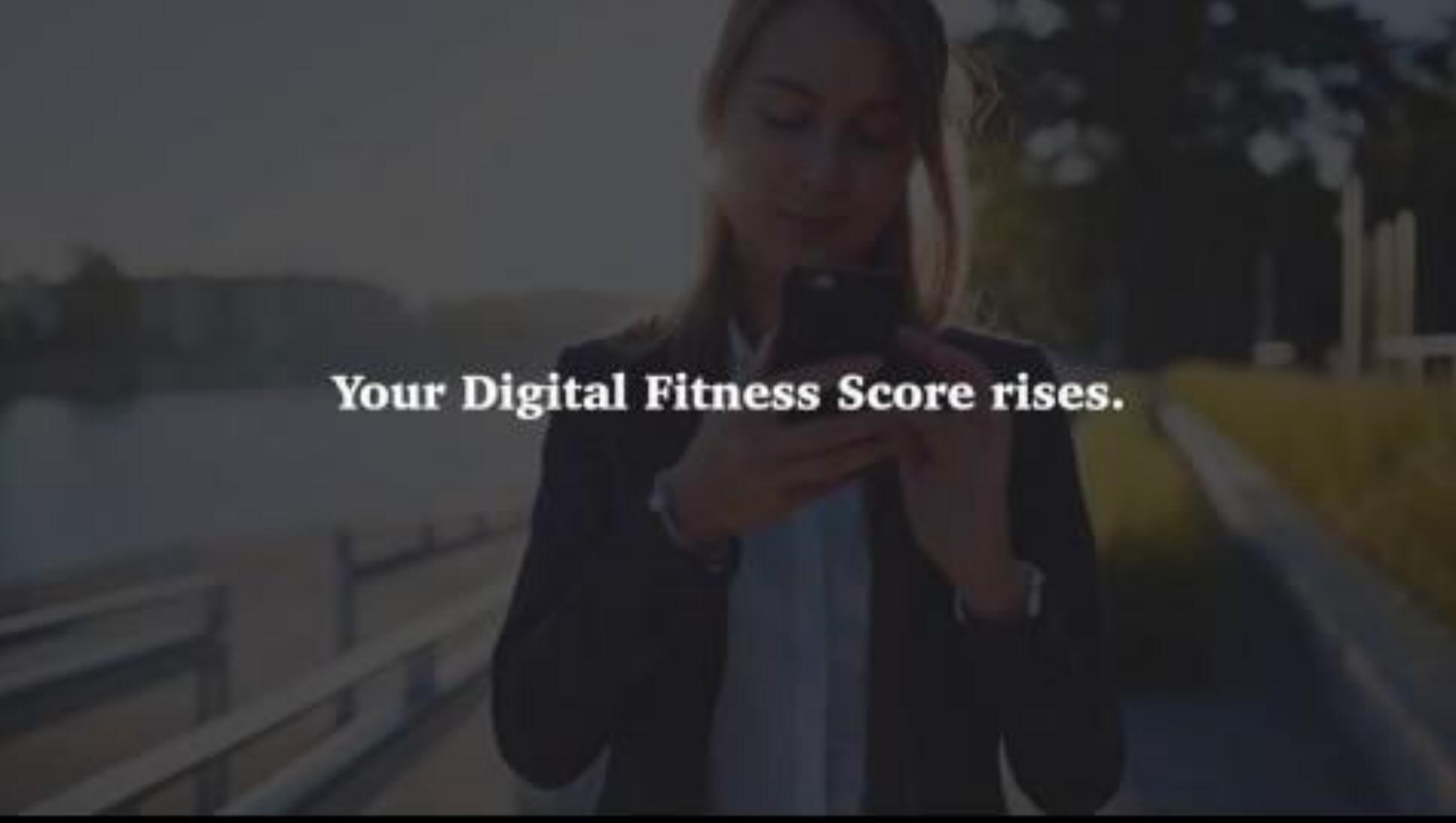
Use technology to teach technology



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Increase the digital capabilities of
>200,000



A woman with blonde hair, wearing a dark blazer over a light-colored top, is looking down at her smartphone. She is standing outdoors on a paved path next to a wooden fence. The background shows a grassy area and trees, suggesting a park or office building grounds. The overall lighting is soft, possibly during the "blue hour" of dusk or dawn.

Your Digital Fitness Score rises.



What led to success

- Aligned to the strategic agenda
- Invested in understanding our users; built personas; who is our audience and how do they learn?
- Leveraged design thinking approaches
- Ensured content is relevant - leverage your internal SMEs as well as externals
- Surprised people
- Invested in the quality of our final outputs - for end users and those driving usage in the business
- Remained resolute when anyone said “but we haven’t done that before”
- Managed scope - more Google and Apple than (maybe) you’re used to
- Measured success in a way that was meaningful for stakeholders and the business
- Piloted/tested in an engaged and influential part of the organisation - got them to share our story

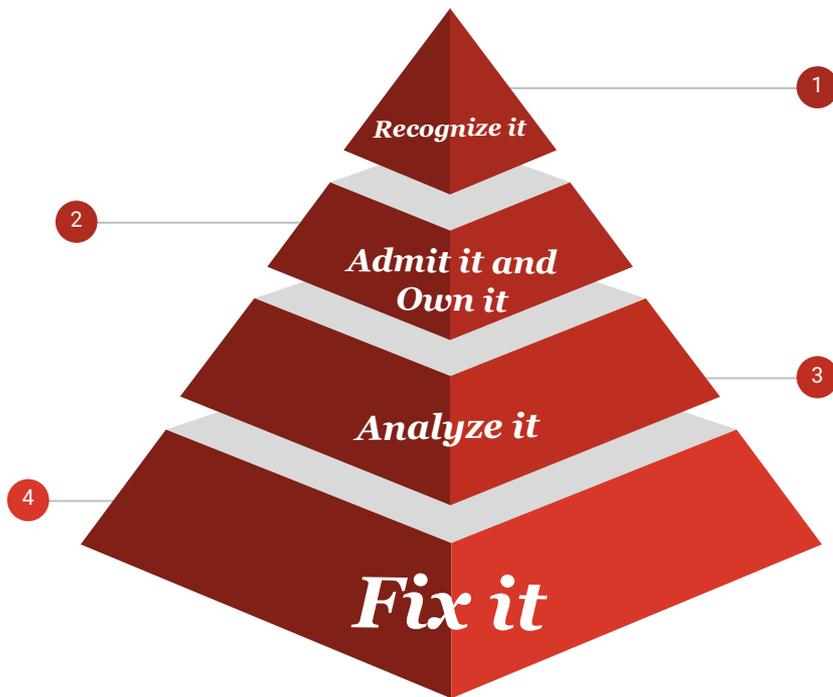
Dealing With Failure

Team Attitude Towards Fails

- Reward fails positively
- Never assign blame
- There is 'no bad news'
- Define success and it doesn't need to be 100%

What Needs to Change?

- Try to break me
- Doesn't have to always be right the first time
- Going the last mile
- Doesn't need to be perfect



Define, Fail and Apply Criteria

- Democracy: Listen to the team
- Get clear on deliverables early - manage sprints and user testing
- Keep going back to personas
- Ensure a route for feedback
- Define what "iterate" means to you and stakeholders

Prioritize the Cause

- Decision making
- Process
- User expectations
- What 'got missed?'

Over to **you**

See on-line activity in your conference app



Thank you!

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