

5 KEY STEPS TO OPTIMIZING YOUR PROCESSES FOR DIGITAL TRANSFORMATION

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The efficiency of your processes is key to unlocking your organizational potential, accelerating your digital excellence and driving growth aligned with your purpose.

Your organization consists of a series of processes, each transforming an input into an output. This output is then delivered to another process or straight to the customer. This chain of activities should run like a well-oiled machine, but this is often not the case.

Many companies are even losing money to inefficient processes, with one study suggesting revenue loss could be between 20 to 30 percent. Furthermore, inefficiencies weigh heavily not just on your leaders, but on your staff and customers, which can lead to significant retention issues.

At dig8ital, processes are one of our four pillars of digital transformation, alongside People, Technology and Data & AI. In this guide, we discuss the five key steps in our **digital excellence process model** to help you revolutionize your organizational processes.

PHASE

1

Determining goals and scope

For change to be meaningful, you must understand why you're making changes and what your intended outcome is. This step is crucial to create a values-based roadmap — you must know what your destination is and how to get there before you can arrive at it.

- Your organization should transform in-line with the purpose, values and vision of your company.
- Likewise, your processes must be reworked under this same lens.
- Aligning your transformation with your organizational values not only lends to a strategic, goals-based approach, but can help to unite your staff under a clear purpose during a time of considerable change.
- Scope is necessary to determine the parameters of work, create a reasonable timeline and manage expectations and communication.

HOW TO DETERMINE YOUR GOALS AND SCOPE

At the end of this phase, you should understand the goal of your digital transformation, the definition of success, the scope of your transformation and the different processes that exist within your scope.

WORK WITH YOUR LEADERSHIP TEAM TO ANSWER THE FOLLOWING QUESTIONS:

What is the goal of your digital transformation?

How does your digital transformation align with your organizational vision, values and purpose?

How will you define success? What do you want your processes to look like at the end?

What is the scope of your transformation? What areas of your business are you transforming?

What are the processes within your scope?

Who are the process owners who must be involved in the transformation?



PHASE
2

Defining a digital excellence framework

One common mistake companies make is diving into digital transformation without a framework to guide them. A framework is a formalized plan for how and when to make strategic upgrades to processes.

- By laying out a framework, organizations can stop being reactive and truly own their digital transformation.
- A framework should align with the goal and scope of your transformation.
- While suitable frameworks may already exist, to get the most from one you'll ordinarily want to tweak it to your specific needs.
- With a framework in place, you can begin to map processes according to the domains of the framework. This shows you where in the framework the relevant best practices lie for each process.
- In some cases, a process may lie across multiple domains. It's important to map this to identify the most relevant best practices.
- Once you have mapped your processes, you can more easily identify the highest priorities for transformation based on organizational impact.

By the end of this phase, you should have defined a framework to guide your digital transformation, mapped the processes within your scope to the domains of the framework, and prioritized your processes for optimization.

ASK THE FOLLOWING QUESTIONS TO GUIDE YOUR CUSTOMIZED DIGITAL TRANSFORMATION JOURNEY:

What framework is most relevant to the goals and scope of your digital transformation?

Does a suitable framework already exist, or does a new one need to be developed?

If using an existing framework, are any tweaks required to make the framework more relevant?

Which domains within the framework do the processes in your scope belong to? Some processes may lie across multiple domains.

Where processes lie across multiple domains, what are the best practices that apply to these processes from each domain?

What processes are a top priority for transformation, based on organizational impact and interconnectedness?



PHASE
2

COMMON DIGITAL TRANSFORMATION FRAMEWORKS

- SaFe
- ETom
- THRIVE

THE DIG8ITAL APPROACH

As a transformation agency, dig8ital are the experts in digital excellence and process optimization. We have intimate knowledge of a vast range of frameworks, as well as the know-how to adapt or develop new frameworks for your unique needs.



PHASE

3

Exploring process maturity

To see the future, you must first understand the present. Exploring process maturity is a research stage focusing on your existing processes. The goal is to learn how mature or developed your processes are with regards to the best practices outlined in your framework.

- Communicate with the relevant process owners to learn about the process' maturity.
- Microsoft or Google forms, or other modes of digital questionnaires are useful for collecting data quickly.
- In addition to the questions below, you should understand the process in terms of its individual steps, what each step means and how they all connect.

BY THE END OF THIS PHASE, YOU SHOULD BE ABLE TO ANSWER EACH OF THE FOLLOWING QUESTIONS ABOUT EACH PROCESS:

- How would you describe the process?
- What are the inputs and outputs?
- What are the goals and objectives? What is the desired outcome of the process?
- What scope does the process operate in? Eg. marketing, finance.
- Who is responsible for the process?
- Who is accountable for the process?
- Who is consulted about the process?
- Who is informed of the process?
- Is there existing documentation that describes how the process works?
- What are the subsets of activities within the process that go together?
- How can you summarise the process in high-level steps?
- What is the level of maturity of the process?
- What are existing interfaces? I.e. The process either receives an input from another process, or this process feeds an output into another process.
- What is the level of maturity of a given interface?
- What interfaces are missing?

PHASE

4

Data analysis and presentation

With your research into each process, it's valuable to visualise the processes within your organization in terms of maturity, hierarchy, centrality and opportunities. You can then present this information to key stakeholders including business leaders and process owners to communicate the current state of your organization's processes.

PROCESS MATURITY

Maturity is defined by a set of criteria in your chosen framework. Typically, a process is considered mature once it has achieved at least 80 percent maturity.



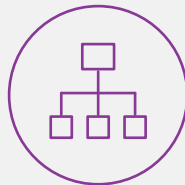
PROCESS CENTRALITY

Often an organization has a number of processes that are particularly central to a domain of the framework. This may highlight a need to decenter a process, create new connections or prioritize a central process.



PROCESS HIERARCHY

Hierarchy shows which processes feed into one another, where the start of the chain is and where the final output is delivered. Understanding your interconnections is especially important, as it can help to identify weak links in the chain that may become a greater priority than expected.



PROCESS OPPORTUNITIES

Compared to the best practices in your chosen framework, where do opportunities for improvement lie? This should highlight where improvements will have the biggest impact.



PHASE
5

Developing transformation programs

Now that you know where each process is in terms of maturity, you can develop transformation programs and improvement plans with your process owners. Feed your assessment back to the process owners and agree on a way forward.

- Discuss your findings with each process owner.
- Ask if they agree with the assessed maturity level based on best practices.
- It is possible that some new information may come to light at this stage that affects the maturity level.
- Once the maturity level has been agreed upon, you can discuss areas of improvement.

TO ESTABLISH A TRANSFORMATION PROGRAM, WORK DOWN THIS LIST AND IDENTIFY WHAT CHANGES NEED TO BE MADE AND IN WHAT ORDER:

- Does the process have a clear description?
- Does the process have defined goals?
- Does the process have established RACI?
- Do all activities and phases of activities within the process have clear definitions?
- Have all phases within the process been implemented?
- Have all phases within the process been formally documented?
- Have all interfaces within the process and with other processes been defined?
- Have all interfaces been implemented?
- Have all interfaces been formally documented?
- Have all relevant tools been integrated and documented within the process?
- Does the process have established metrics and measures to understand its performance?

Your roadmap should also include a planned follow up cycle — usually every three to six months — where you will check in with a process owner again to reassess the maturity of the process and track transformation.

Conclusion

Your organization is the sum of its processes. Inefficiencies hold your company back from unlocking its true potential and seizing valuable growth opportunities. Transforming your processes is no longer a nice-to-have — it's critical for the longevity and growth of your business.

Fortunately, best practice frameworks can guide you in creating real change within your organization. With a clear vision for your organization, dedication to understanding and evolving your processes, and an appropriate framework, transformation is an achievable goal.



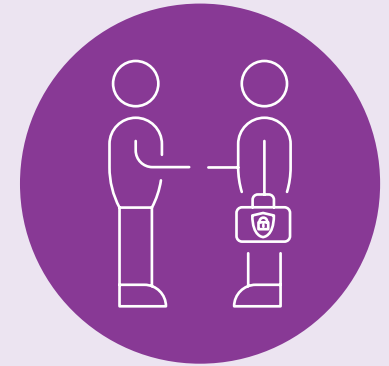
Get help transforming your business

While frameworks can guide you toward success, expert knowledge is key to adapting a framework to your specific needs and achieving seamless transformation. Furthermore, sometimes an organization simply lacks the resources and talent undertaking huge organizational change.

This is where dig8ital comes in.

We are the experts in digital transformation. With a background in cybersecurity, we have an intimate understanding of best practices in both processes and technology. With offices in the UK, Germany and Australia, we have the global strength to deliver meaningful change to your company.

To learn how we can take your processes — and your whole organization — forward into the future, [contact us today for a free maturity consultation.](#)



W: dig8ital.com

E: contact@dig8ital.com

