



Digital Maturity Assessment

What is it?

A *Digital Maturity Assessment*:

- Helps you measure your current use of digital
- Identifies your digital strengths and areas for improvement

What are the benefits?

- You can see a snapshot of **where you use digital**
- You can understand **how you use digital**
- You can learn about **areas you might want improve digitally**

If you ask these questions:









- How digital is my organization?
- What is my organization doing well with digital?
- Where can we make improvements in digital?

Start with a Digital Maturity Assessment!

What should it assess?

- It measures how your organization performs in key digital areas.
- It often looks at 8 main categories of digital use (see table below).
- You might focus on a few specific categories or add others, depending on what's important for your organization.

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 regularly

Digital Maturity Assessment: EXAMPLE

Have a look at the example assessment below. It measures a fictional organization’s maturity level across 8 digital categories.

Things to think about before you read through:

- You don’t need to be at an advanced level for every category! You can choose which categories you want to focus on.
- Where you focus your time and effort depends on the goals of your organization.

Digital Maturity Level

Legend

△ Where you are today

● **To discover** ● **Preliminary** ● **Moderate** ● **Advanced**

Skill not yet developed Skill under development Skill developed Skill fully developed

Vision 	Preliminary: <i>Digital vision somewhat developed; strategic plan refers to digital, but not as a priority</i>	△	
Activities and Services 	Moderate: <i>Activities and services are often delivered digitally</i>		△
Target Audience 	To Discover: <i>Data is not collected on the target audience</i>	△	
Engagement 	Preliminary: <i>Engagement is heavily paper-based and generalized across audiences (i.e., not customized)</i>	△	
Development 	Preliminary: <i>The voice of the audience is sometimes considered when developing or changing activities and services</i>	△	
Technology 	Moderate: <i>Processes and delivery often use technology; advanced technology is sometimes used</i>		△
People and Organization 	Advanced: <i>Employees excellent with digital tools; new technology is always encouraged in the organization</i>		△
Security 	To Discover: <i>Processes are somewhat in place to protect information</i>	△	

What comes next?

Once you’ve worked with a consultant to develop your Digital Maturity Assessment:

- You have a better idea of your organization’s current state using digital.
- Take the time to consider the categories where you can do better in digital and how that will help to advance the priorities of your organization – these may be investments worth making.

- Think about a [Digital Needs Assessment](#) next – this will help you figure out your goals for the future of digital in your organization.