



# 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

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

<b>Vision</b> 	<p><b>Preliminary:</b> Digital vision somewhat developed; <i>strategic plan</i> refers to digital, but not as a priority</p>		<p><b>Advanced:</b> Digital vision is clearly outlined; <i>strategic plan</i> outlines how digital plays an important role</p>
<b>Activities and Services</b> 	<p><b>Moderate:</b> Activities and services are often delivered digitally</p>		<p><b>Advanced:</b> Activities and services are nearly always delivered digitally</p>
<b>Target Audience</b> 	<p><b>To Discover:</b> Data is not collected on the target audience</p>		<p><b>Moderate:</b> Data is captured on the target audience</p>
<b>Engagement</b> 	<p><b>Preliminary:</b> Engagement is heavily paper-based and generalized across audiences</p>		<p><b>Moderate:</b> Engagement is often using digital channels and often tailored to different audiences</p>
<b>Development</b> 	<p><b>Preliminary:</b> The voice of the audience is sometimes considered when developing activities and services</p>		<p><b>Moderate:</b> The voice of the audience is often considered when developing or changing activities and services</p>
<b>Technology</b> 	<p><b>Moderate:</b> Processes and delivery often use technology; <i>advanced technology</i> is sometimes used</p>		<p><b>Moderate:</b> Processes and delivery often use technology; <i>advanced technology</i> is sometimes used</p>
<b>People and Organization</b> 	<p><b>Advanced:</b> Employees excellent with digital tools; <i>new technology</i> is always encouraged in the organization</p>		<p><b>Advanced:</b> Employees advanced with all digital tools; <i>new technology</i> is always encouraged</p>
<b>Security</b> 	<p><b>To Discover:</b> Processes are not in place to protect data or information</p>		<p><b>Preliminary:</b> Processes are somewhat in place to protect information</p>

**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.