Digital Strategy playbook

A template and guide to help you start shaping your digital strategy

How to use this playbook

Use 'Share and export' to save your own editable copy of this playbook

This simple template has been developed as part of SCVO's DigiNext event. It covers 5 core areas of digital strategy:

1. Leadership, culture & skills
2. Tools & technology
3. Communications & content
4. Data, insight & AI
5. Cyber security

Each section has prompt questions. These are designed to get you and your team reflecting on your current capability in this area, and where you could set your ambitions. You can use these questions to support discussions with your team. This should help you build agreement on clear actions and priorities for each area. In our experience, it's best to have a shorter-term strategy (less than 18 months) with focussed ambitions which you can build and iterate on.

Here are some resources to help you:
- SCVO digital checkup - a free self-assessment with one-to-one support to assess your digital capability
- Blog from SCVO on how to approach a digital strategy

This playbook is in Beta - we welcome any feedback, questions or ideas john.fitzgerald@scvo.scot

'Culture eats strategy for breakfast'. If you get your leadership, vision and team culture right, you will go far with digital. This involves setting a clear vision and empowering your team to get there.

🤪 What's working well for us just now?

🤔 What assumptions are we making? Are they valid?

🤩 What does great look like? What's our ambition?

🥴 What's not working? What is challenging?

⚠️ What's at risk if things don't go well?

🚀 What are the key next steps for us?

Digital strategy playbook | ⚙️ 2. Tools and technology

'Technology is stuff that doesn't work yet'. Having the right systems, and being able to use them, will mean your team sees digital as a positive enabler rather than a barrier to progress. And this needs ongoing attention.

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Digital strategy playbook | 📢 3. Communications & content

'Give the people what they want'. Doing digital communications and services well starts with knowing your audience and understanding what they need. Communicating strategically involves monitoring feedback and continually learning.

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Digital strategy playbook | 📊 4. Data, insight & AI

Many organisations gather data in an ad hoc fashion. But if you use it strategically and well, you will be able to discover game-changing insights that help you improve your effectiveness and unlock new sources of support

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SCVO Digital strategy playbook | 🛡️ 5. Cyber security

We're more dependent on digital platforms than ever before, and the number of online threats is increasing. Taking basic preventative measures and building a culture of cyber security will help keep your people, systems and data safe

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