Measuring Digital Productivity
„COVID-19 didn't come to stay for good - DIGITISATION did come to stay for good!"

PURE Management Group and **unwyre** combined their competences and in co-innovation developed a new product, which measures digital productivity within organisations and helps to derive the necessary next steps based on it.

Why now?

a. Digitisation is growing rapidly – due to COVID-19, it has become a necessity for most businesses

b. Deficits become clearly apparent – some of which are eliminated in a rather chaotic way

c. Taking advantage of the current situation – using current forced digitisation to secure the future

d. Successful digitisation is based on the interaction of customer need, own skills and belief.

Hypothesis 1: Digitisation will be used to an ever-greater extent after social distancing.

Hypothesis 2: The restrictions due to COVID-19 will continue for several months and, as they loosen slowly, we will be working in a "new normal" (different to the old normal) for many months.

The current situation with social distancing, travel restrictions and home office forces organisations to increasingly use digital solutions to maintain communication with customers, suppliers as well as employees and colleagues. Shortcomings become apparent leading to a high demand for digital processes and tools, most of which haven't been developed yet.

By measuring digital productivity at this point of time, organisations can pragmatically evaluate the learning experiences and developments of the past weeks and months and draw targeted measures for improvement.

What exactly gets measured?

Measuring digital productivity is multidimensional and happens through an online survey. It consists of 6 content-related dimensions on 3 different time dimensions: 6 months ago, today and in 6 months' time.

How does the process look like? What service is included?

Between 50 and 500 employees from different hierarchical levels and organisational divisions can participate in the online survey.

The survey consists of approx. 35 items. It only takes about 15-20 minutes for filling out the survey.

Your new digital roadmap – aligned with your already existing roadmaps or action plans – will be established in only 2-4 weeks.
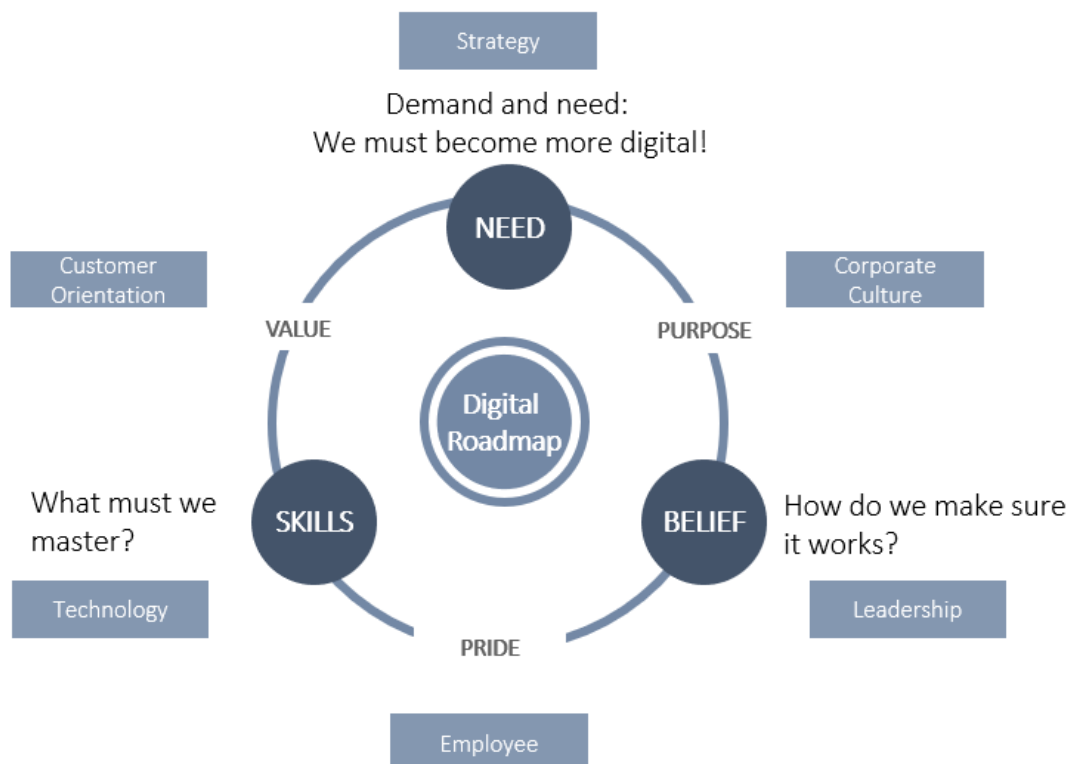
Process

1. workshop(s) for coordination and clarification of organisational details

2. executing the online survey (approx. 35 items with 3 time dimensions)

3. analysing the data, discussing results and findings, generating the Digital Roadmap (incl. alignment with existing roadmaps)

4. evaluation after 3-6 months

Which result dimensions are evaluated by default?

1. evaluation of arithmetical mean, spreading and correlation of item

2. comparison of all participants / participant groups in terms of geography, hierarchy, company division etc.

3. analysis of the development from "6 months ago to today" and from "today to in 6 months' time", in combination with participant groups and their different perceptions and expectations if available

4. concrete starting points for improvements

5. executive summary

What are exemplary results you can expect?
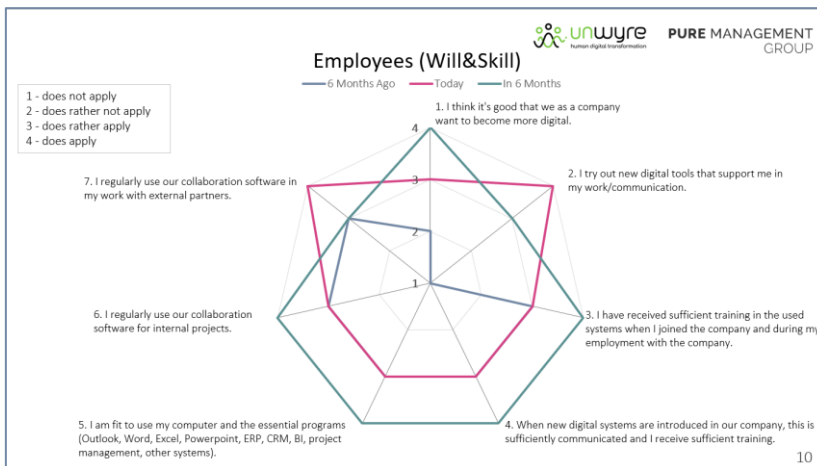
Evaluation of the approx. 35 Items

Development at the points in time of "6 months ago", "today" and " in 6 months' time".

➔ What needs to be preserved? What needs to be strengthened?

➔ Which are the concrete starting points?

➔ e.g. definition of standards, training, communication, managers as role models, etc.
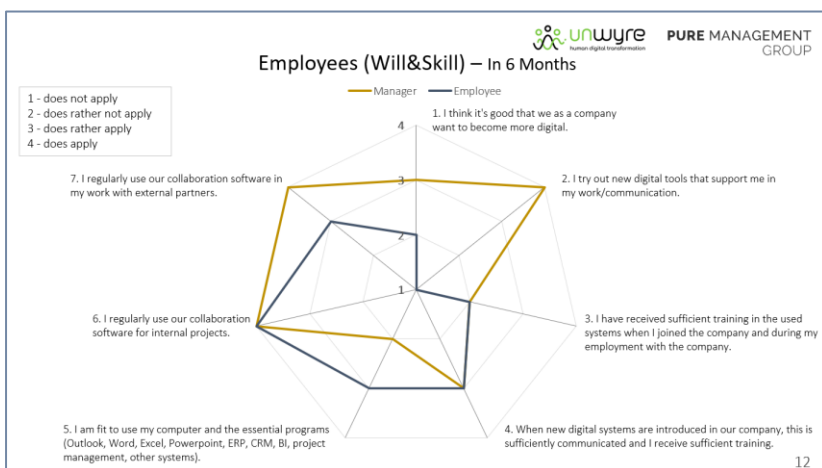
Comparison of different participant groups (e.g. managers vs. employees or by region)

➔ What do these differences mean?

➔ What needs to be done to achieve a higher alignment?

➔ e.g. push for supportive change management, establish thorough communication plan, regional package of measures / digital roadmap etc.

PURE Management Group advises people and organisations worldwide in solving complex management challenges: in the areas of strategy, structure, culture and leadership - methodically through consulting, project management, workshop design, training, coaching and sparring.

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unwyre supports organisations in their holistic digital transformation by aligning today's countless technologies, solutions and possibilities with corporate goals and deriving relevant measures while maintaining a human-centric change management approach.

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References

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