KFORCE®

DIGITAL MATURITY ASSESSMENT WORKBOOK

Is your organization ready for an agile digital transformation?

ABOUT THIS WORKBOOK

As the world continues to change at an accelerated pace, the level of digital maturity and agility required for businesses to stay competitive also continues to increase. Before you can begin a digital maturity or agile transformation, you must know where you already are.

This workbook is a supplement to our comprehensive guide "Your Business Journey to Digital Maturity & Agility in 2021". Answering the questions throughout this workbook will help your company begin to assess where your company currently is in its journey to becoming an agile digital business. This workbook is intended to act as a foundational tool to help you begin to think about what your company can achieve with an agile digital transformation.

Your answers to the questions in this workbook will help your company begin to prepare for the next step in its journey to becoming an agile digital business. Kforce's Advanced Services team can use the information gathered from your answers to create a customized transformation solution for your business.

ASSESSING YOUR COMPANY'S GOALS & CULTURE

01

ARE YOUR COMPANY'S GOALS FOR YOUR TRANSFORMATION INITIATIVE CLEARLY DEFINED?

Every initiative must begin with a specific set of goals and a plan to achieve those goals. Identify each goal your company hopes to achieve through your transformation initiative. Then provide a detailed description and/or potential strategies for achieving each specific goal.

02

IS YOUR COMPANY SHARING ITS GOALS AND INITIATIVES TRANSPARENTLY?

Sharing information clearly and transparently is crucial to the success of any transformation initiative. Is there a clear understanding throughout your organization of the company's goals for your transformation initiative?

03

ARE YOUR COMPANY'S LEADERS ENABLING AN AGILE DIGITAL ORGANIZATION?

Support for your transformation initiative needs to start at the top of your organization. Does your initiative have board-level approval and ownership? Are your company's other leaders sharing enthusiasm and support for your initiative throughout your organization?

04

DOES YOUR COMPANY HAVE A CULTURE THAT SUPPORTS AN AGILE DIGITAL TRANSFORMATION?

Your company will need a cohesive culture that supports your transformation vision and goals to ensure your initiatives are fully adopted. Does your company have a culture of shared accountability with a digital mindset? Does your organization have a culture that values agility?

UNDERSTANDING YOUR COMPANY'S DATA

01

ARE YOUR COMPANY'S DECISIONS INFORMED BY INSIGHTS DERIVED FROM DATA?

Begin by thinking about the KPIs your company uses to collect data. Does your company have specific KPIs for measuring digital transformation performance at a company-wide level?

71%

of digitally mature companies say they can attract new talent based on their use of data compared to only 10% of early-stage digital maturing companies

02

DO YOU HAVE SUFFICIENT DATA TO MAKE THESE DECISIONS?

Think about whether the data you have supports the decisions your company is making. Does your company have the data and insights needed to operate your business and better serve its customers? You need to ensure your company has enough data and that it is providing the right information.

03

ARE YOUR COMPANY'S MARKETING, SALES AND SERVICE TEAMS ALIGNED AROUND THIS DATA?

Think about how people throughout your organization use the insights attained from your company's data. Are the various teams within your organization aligned around how they use this data?

ASSESSING YOUR COMPANY'S PROCESSES & PRACTICES

01

ARE YOUR COMPANY'S PROCESSES FULLY OPTIMIZED AND USED CONSISTENTLY?

Think about the individual processes your company has defined. Are each of these processes fully optimized and being used consistently throughout your organization? If not, which processes are fully optimized and consistent, and which processes need improvement?

02

DOES YOUR COMPANY PROVIDE ACCURATE INFORMATION TO THE RIGHT PEOPLE?

It is very important to ensure everyone within your organization has access to the right information they need to perform their job. Is your company providing accurate information to the right people? If not, is the information wrong or is it reaching the wrong people?

03

DOES YOUR COMPANY HAVE AGILE INFORMATION SHARING PRACTICES?

Along with ensuring everyone within your organization has access to the right information, it is also important to ensure they have access to that information quickly enough. If your company doesn't have agile information sharing practices, what can you do to improve these practices and increase agility.

04

ARE YOUR COMPANY'S TRAINING AND DEVELOPMENT PRACTICES FULLY OPTIMIZED?

Ensuring everyone within your organization adheres to your company's established processes requires an appropriate level of training and development. Do people in all roles within your organization have access to the appropriate training and development they need to be successful?

ASSESSING YOUR COMPANY'S MARKET CONDITIONS

01

IS YOUR COMPANY SEEING A CHANGE IN MARKET DEMAND?

Consider the current market conditions impacting your industry and describe how they are changing the the market. What changes, if any, does your company need to make to address these conditions?

60%

Over 60% of professionals across industries state that their industry is being disrupted or has unpredictable market conditions.

02

IS YOUR COMPANY SEEING CHANGES IN ITS COMPETITOR LANDSCAPE?

Think about your company's competitor landscape. Are there emerging businesses that are potentially impacting your industry? Are there any other changes impacting your competitor landscape? If so, describe them.

03

IS YOUR COMPANY MEETING ITS MILESTONES AND TARGET GROWTH?

Is your company meeting its goals and projections for growth? If not, why isn't your company meeting its goals and what can your company change to address this issue?

ASSESSING YOUR COMPANY'S TECHNOLOGY

01

HOW HAS YOUR COMPANY LEVERAGED TECHNOLOGY TO IMPROVE YOUR BUSINESS?

Think about the ways your company is already using technology throughout your organization. In what ways has this use of technology improved your business? Is there room for more improvement? If so, what needs to be done to make these improvements?

02

WHICH AREAS OF YOUR BUSINESS NEED TO ADOPT DIGITAL TECHNOLOGY SOLUTIONS?

Think about the digital technology solutions your company has already adopted and the areas of your business where this technology is used. Are there other areas of your business that should be using digital technology solutions to drive customer value but aren't yet?

03

ARE THERE TECHNOLOGIES YOUR COMPANY NEEDS TO EMBRACE AND ADOPT?

Think about the technologies your company is currently using and how they compare to new technologies. Are there recent or emerging technologies your company hasn't yet embraced that are potentially impacting the market? If so, name the technologies and describe the impacts they are having.

04

IS YOUR COMPANY PROVIDING THE TOOLS AND RESOURCES PEOPLE NEED TO BE SUCCESSFUL?

Does everyone within your organization have access to the tools and resources they need to be successful in their roles? If not, which tools or resources should your company consider adopting and why?

ASSESSING CUSTOMER EXPECTATIONS & EXPERIENCES

01

DOES YOUR COMPANY HAVE A CLEAR UNDERSTANDING OF ITS CUSTOMERS?

Does your company's leaders really know and understand its customers and their expectations? Is your company meeting customer expectations? If not, why? What can be done to address this?

89%

Companies with the strongest omnichannel experiences retain 89% of their customers on average, compared to only 33% retention for companies with weak omnichannel customer experiences.

02

DOES YOUR COMPANY MAKE IT EASY FOR CUSTOMERS TO DO BUSINESS WITH YOU?

Does your company create seamless and personalized customer experiences? Does your company offer appropriate omnichannel customer experiences? Do you have a cross-channel view of your customers' behaviors and engagement?

03

WHAT ARE YOUR CUSTOMERS SAYING ABOUT YOUR COMPANY IN THEIR FEEDBACK?

Think about what your company's customers are saying in their reviews and surveys. What does this information tell you about your customers' expectations and how can you use it to improve?

PARTNER WITH KFORCE TO ACCELERATE YOUR TRANSFORMATION

Kforce's Advanced Services team has the innovative, scalable solutions your company needs to make your transformation a success. When you partner with Kforce, our team of experts will curate a personalized plan to help your company achieve exceptional results regardless of where your company is on its transformation journey.

CONTACT US