

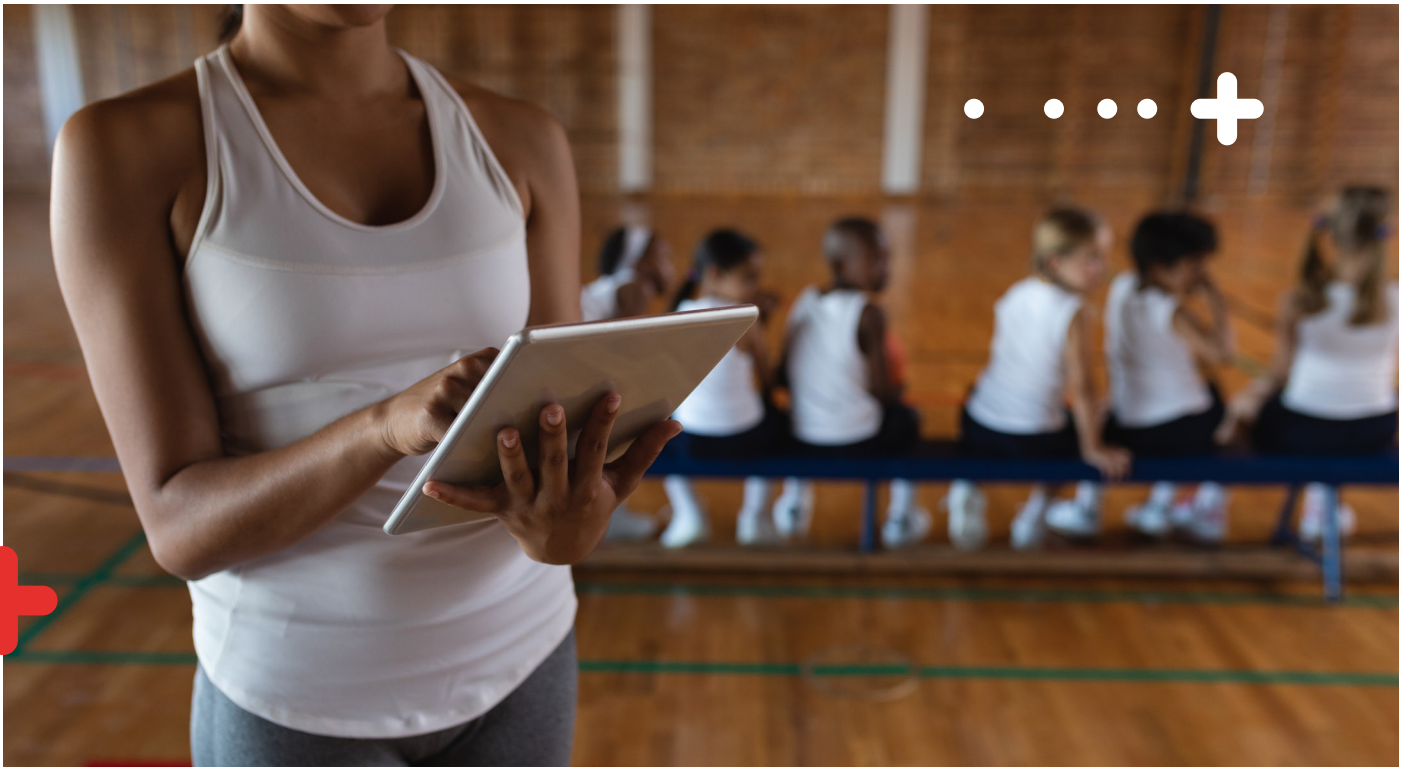
# SELF ASSESSMENT WORKBOOK

FOR SPORTS ACTIVITY ORGANISATIONS



## Enabling Digital Adoption in your organisation





Welcome to this guide on how to use the digital adoption audit for children's sport and activity organisations. We will take you step by step through the process of checking how your organisation is using technology, give you a score and give you some questions to help you decide on your digital journey.

Many children's sport and activity organisations are still using traditional ways of doing things and may not be using technology as much as they could be. Changing to using more technology can make things easier and better for everyone.

This guide will help you plan your digital journey and give you confidence in using technology. It's important to remember that it's okay to make mistakes and not know everything right away.

This guide includes the following tasks:

**TASK 1: Identifying the Benefits of Digital Adoption**

**TASK 2: Assessing Current Digital Adoption Status**

**TASK 3: Setting Digital Adoption Goals and Priorities**

**TASK 4: Ensuring Digital Safety and Security for the organisation**



## TASK 1: Identifying the Benefits of Digital Adoption

What are some potential areas for digital adoption in a business?



Source: Adapted from Catlin, T., Lorenz, J-T, Sternfels, B., and Willmott, P. (2017)

1. Based on the four quadrants of identifying the benefits, what are the opportunities for digital adoption in your business?

2. How would digital adoption help you to become more competitive?



## TASK 2: Assessing Current Digital Adoption Status

Let's take a closer look and assess your organisation.

This exercise will help you to analyse the attributes of your organisation that can support a continuous digital adoption approach. Like most things, they are more successful when you work together, try and include your colleagues when completing if possible.

Evaluate the digital adoption indicators against your business functions by ranking your digital adoption journey, from: **0** (non-existent), **1** (planning stage), **2** (initial implementation), **3** (partially implemented), **4** (fully implemented, not all areas) to **5** (fully implemented, encompassing all areas of business).

SME business functions	Digital adoption indicators	Rank (0-5)	Is this a priority for the business?
General administration and IT systems	<ul style="list-style-type: none"> <li>• Business uses digital technology to interact with customers/stakeholders</li> <li>• Business uses digital technology/systems to issue/send invoices</li> <li>• Business is using cloud based computing services</li> </ul>		
Production, pre-production and logistics	<ul style="list-style-type: none"> <li>• Business is sharing Supply Chain Management information electronically with suppliers and customers</li> <li>• Business is using latest automation and artificial intelligence technologies (i.e chatbots, personalised product recommendation)</li> </ul>		
Marketing, advertising and communication	<ul style="list-style-type: none"> <li>• Business uses social media</li> <li>• Business has a website presence with online catalogues of products and services they offer</li> <li>• Business receives online orders (e.g. shopping cart) or reservation or booking</li> <li>• Business uses CRM (Customer Relationship Management) software to manage customers' and partners' data</li> </ul>		
Direction and strategic planning	<ul style="list-style-type: none"> <li>• Business uses data analysis to make decisions</li> <li>• Business uses ERP (Enterprise Resource Planning) software</li> <li>• Digital has an inclusivity plan that encompasses diverse needs of stakeholders (employees, customers, partners) (for example: visually and hearing-impaired individuals)</li> </ul>		
People	<ul style="list-style-type: none"> <li>• Employees receive appropriate digital skill training to operate effectively at the right level</li> <li>• Business has a digital champion</li> </ul>		
<b>Total</b>			





Understanding your score and these terms: Digitisation, Digitalisation, Digital Transformation



0-20

**DIGITISATION** refers to the process of converting analogue information into digital format, such as converting a physical document into a PDF file.



21-40

**DIGITALISATION** refers to the use of digital technologies to improve efficiency, productivity, and customer experience in business operations. It is a broader term than digitisation and refers to the process of incorporating digital technologies into all aspects of an organisation.



41-60

**DIGITAL TRANSFORMATION** refers to the broader change that an organisation goes through as it fully embraces digitalisation in all aspects of its operations and strategy. It involves a change in culture, processes, and business models to fully leverage the opportunities of digital technologies.

In summary, digitisation is the process of converting analogue data into digital form, digitalisation refers to the use of digital technology to improve operations, and digital transformation refers to the broader organisational changes and business model changes that happen as a result of digitalisation.



### TASK 3: Setting Digital Adoption Goals and Priorities

Now that you are aware where your organisation stands in your digital adoption journey, answer the questions below to help you prioritise:

1. Referring to Task 2, where are you in terms of your digital adoption?

2. Referring to Task 2, identify which business functions you want to prioritise

3. Think about each of the areas below and how it can help you achieve your digital adoption to improve business performance

#### Customer-centric actions

#### Strategy (business model)-centric actions

#### Technology-centric actions

#### Organisational-centric actions

4. What is the cost involved? What resources and skills do your organisation need to take action?



**TASK 4: Ensuring Digital Safety and Security for the organisation**

These are the set of practices for managing the most common and pervasive cybersecurity risks faced by organisations today. Please ensure you read the complete guide.

Cyber Essential Plus - [www.ncsc.gov.uk/collection/small-business-guide](http://www.ncsc.gov.uk/collection/small-business-guide)

Write what is your current status of the below activities. Outline future planning to ensure you are able to protect your business continuity.

	Current Status	Future Planning
Antimalware and firewalls		
Secure company issued devices – phones, computers		
Requires VPN use		
Use networks segregation		
Run cyber security awareness training		
Strong password policies		
Multi-factor authentication		
Limit access privileges		
Regularly patch & update software – employees & businesses		
Encrypt messages		
Perform regular backups		
Secure employee own devices - phone, computers, laptops, printers		
Inventory hardware and software on network		
Double-check identity when accessing cloud networks		



## **DIGITAL RE-SKILLING & UP-SKILLING**

In today's rapidly changing digital landscape, it's essential for employees to continually develop and deepen their technical skills to stay competitive and adapt to new job roles. Businesses that prioritise digital re-skilling and up-skilling for their employees will be better equipped to fill skill gaps and create more exciting employment opportunities.

### **1. DIGITAL MARKETING OR SOCIAL MEDIA MARKETING**

Businesses can use data from various digital channels to track the performance of their campaigns and develop new strategies. Employees can benefit from learning more about search engine optimization (SEO), keywords, hashtags, WhatsApp, and how social media promotion works. This can help to amplify the business's online presence.

### **2. BUSINESS DATA ANALYTICS**

With the vast amount of data being collected from digital touchpoints, understanding how to use it to your advantage is crucial for many roles in the future. This includes compliance and risk management, supply chain management, corporate financial planning, digital marketing, and even inventory management.

### **3. CODING**

Coding teaches problem-solving skills and changes the way you view the world, which can be beneficial in any aspect of your career and personal life. Some popular programming languages to learn include Java, SQL, Python, and Ruby due to their versatility, efficiency, and automation capabilities.

### **4. CLOUD**

Cloud computing products like Microsoft 365, Slack, and Google Cloud Platform have made it possible to work seamlessly from anywhere and at any time. Additionally, there are other cloud products like Microsoft Azure, Hubspot, Amazon Web Services, and IBM Cloud that are tailored to specific business operations and needs. Learning about these tools can help employees to work more efficiently and effectively.

### **5. ARTIFICIAL INTELLIGENCE**

Artificial Intelligence (AI) and machine learning (ML) can help deliver more relevant, customised, and innovative products and services to clients and customers. For example, chatbots often use AI and ML to improve conversations with customers. By learning about AI and ML, employees can help the business stay ahead of the competition and provide better service to customers.

