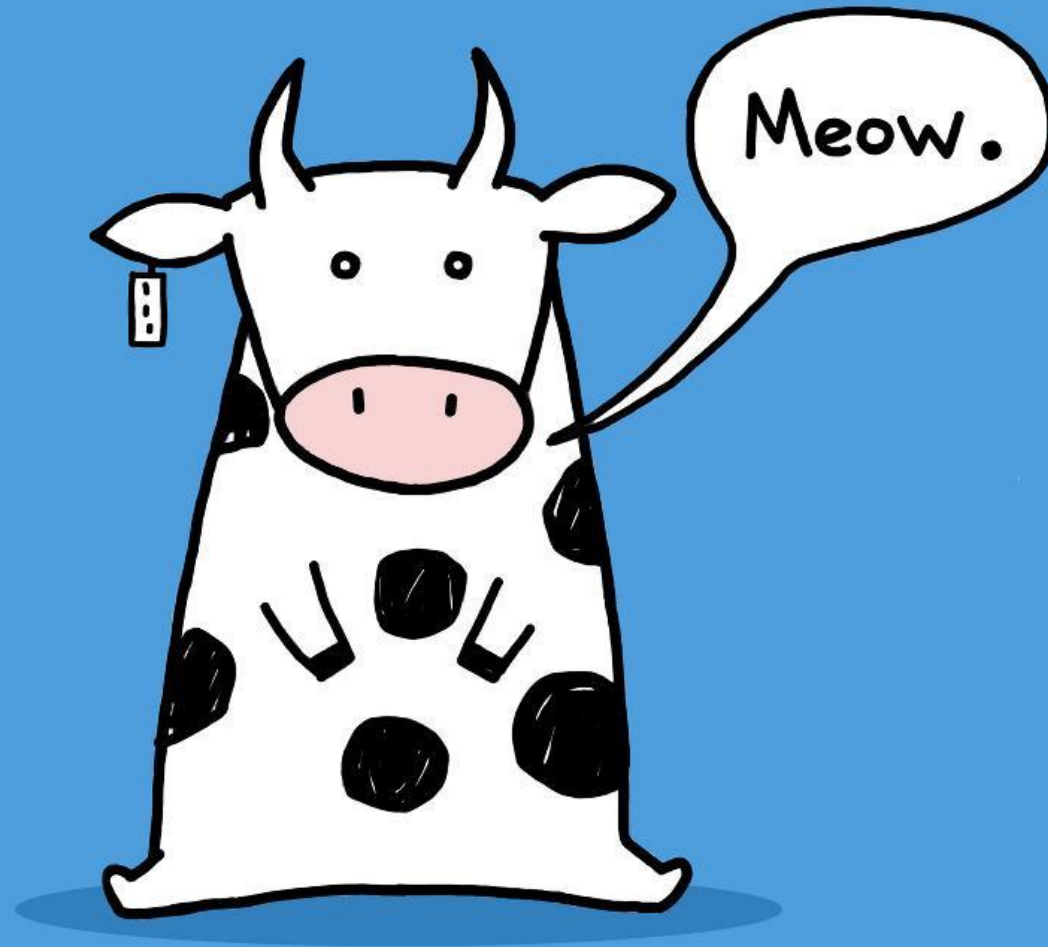


When being in a council digital team can feel like you're in a Kafka novel

September 2018

Metamorphosis





Identity crisis.

Identity crisis

I'm a valued member of my team
who makes useful contributions

I don't really value you and
I am not sure about the
contributions you are making

Identity crisis

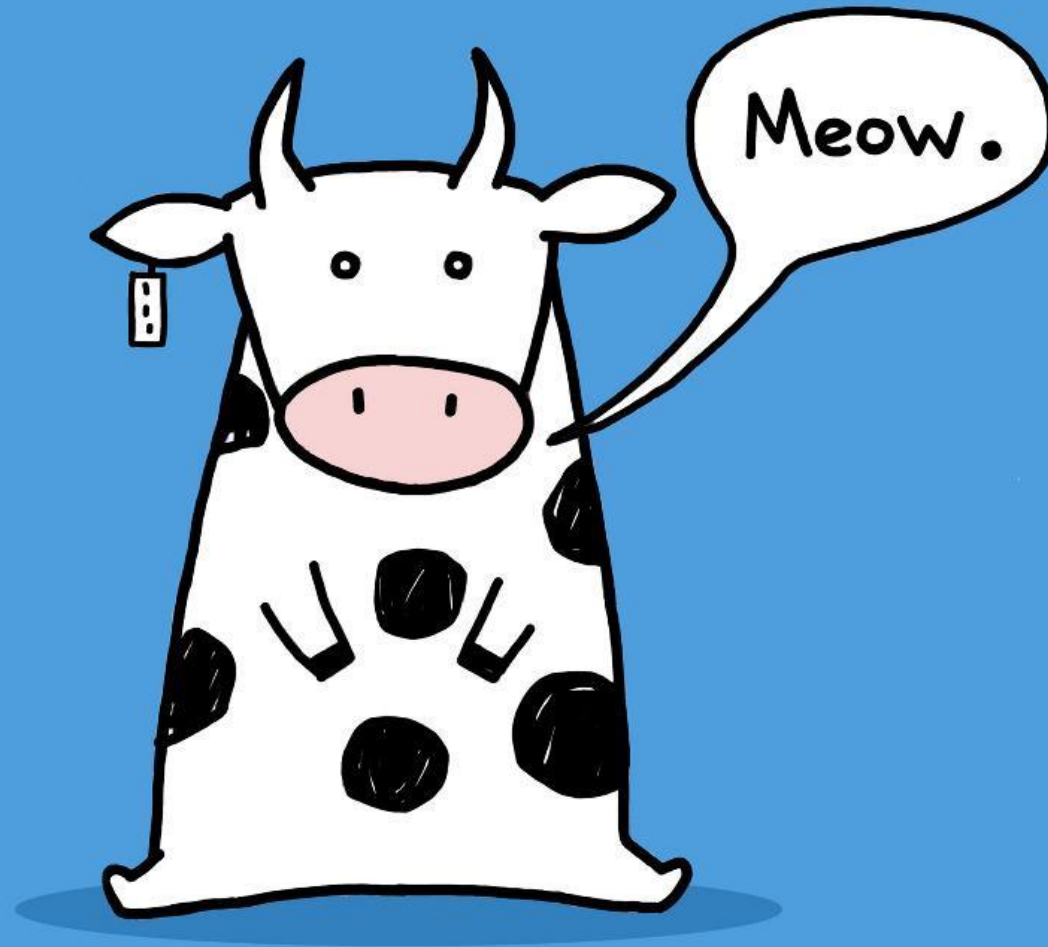
I am the one who holds things together. If I wasn't here, things would fall apart

Oh you're back. We barely noticed you were gone

Identity crisis

I am an empathetic and responsive spouse

Sometimes I really feel like you don't listen to me and you put your needs first



Identity crisis.

What (who) is “digital”?

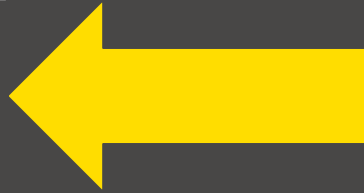
'dɪdʒɪt(ə)l/
adjective

involving or relating to the use of
computer technology

Most teams are nouns

What (who) is “digital”?

'dɪdʒɪt(ə)l/
adjective



involving or relating to the use of
computer technology

Connotations of “digital”

- Digital graphic design
 - Digital marketing and advertising
 - Digital archives
 - Digital publishing
 - Digital content / web content
 - Digital platforms / technology / infrastructure
 - Digital services / digital service design
 - Digital democracy and engagement
 - Digital innovation
 - Digital transformation
-
- Digital revolution

“Digital is the re-imagining of business processes to be by default a fully online, fully automated process from end-user interaction to back office processing, with no need for human intervention.”

“Digital is being more agile; putting users first; starting small and iterating from there, based on user research

...

changing how we think, act and behave”

“Digital is the convergence of social media, mobile and the web. Together these have created a new kind of connected consumer.”

“Digital isn’t a list of things to do. It’s about how you think, how you behave, what you value, and what drives decisions in your organisation”

“...such diverse perspectives often trip up leadership teams because they reflect a lack of alignment and common vision...”

“Digital sucks. As a word, it means too many different things to too many people...”

“The important thing here is that ‘digital’ means something specific, and reasonably clear. It's not an opaque buzzword.”

“Digital is an opaque buzzword”

-Me

Digital is

**Applying the culture,
practices, processes &
technologies of the
Internet-era to respond
to people's raised
expectations.**

Tom Loosemore @tomskitomski

Identity crisis

We are applying the culture, practices, processes & technologies of the Internet-era to respond to people's raised expectations

Can you upload this PDF to the website?

Digital is

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Tom Loosemore @tomskitomski

Digital is

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expectations.**

culture

- Customer-first
- Open
- Trusting
- Flexible
- Dogs in the office (?)
- Embrace a growth mindset
- Value staff happiness and welfare
- Clear purpose and mission focus
- Collaborate and innovate
- Access to experts.
- Diverse

practices

- “Fail fast” & MVPs
- User feedback loops
- Evidence-based decisions and design
- Learning environment
- Internal transparency
- Coordination through complementary goal setting (OKRs)
- Continuous integration and continuous delivery

processes

Digital is:

- Agile, Lean, DevOps
- Service design
- Human-centred design

technologies

- Cloud and SaaS
- API architecture and microservices
- Automation
- Machine learning
- Open source
- Continuous Development
- Continuous Integration
- Continuous Testing
- Continuous Monitoring
- Virtualization and Containerization

Digital is

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to people's raised
expectations.**

Tom Loosemore @tomskitomski



Identity crisis

Our tribe is doing quite well,
we are thriving

Then where is your giant metal bird
with a belly full of cargo?





Applying the culture,
practices, processes &
technologies of the
**American Air Force so
we can have more
cargo.**



Digital is

**an ambiguous,
sometimes cult-like,
but maybe necessary,
movement for
organisational change in
the first quarter of
the 21st Century**

So far

1. Digital is an ambiguous term
2. Ambiguity makes conflicting expectations likely
3. Mimicking the observable is a fragile strategy
4. We (“digital”) might be a (mostly harmless) cult

When you find
yourself in a cult:

Study the sacred texts

https://apolitical.co/solution_article/the-digital-government-atlas-the-worlds-best-tools-and-resources/

**Talk less,
smile more**

**Don't preach the gospel:
show don't tell**

**Know where you are,
and
where you want to be**

