

# Immersion – Digital Readiness

Capability: Digital Readiness Sessions

Digital Readiness sessions enable businesses to identify their digital maturity, strengths, team capabilities and areas for potential development. They enable businesses to clearly communicate high level functions to internal teams, partners, stakeholders and potential investors.

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## Who are Oddly Digital?

Oddly Digital is a Digital Transformation Agency built around a federation of highly skilled employees and partner companies. It specializes in transformative business changes, either culturally, technologically or as part of mergers and acquisition efforts. Oddly Digital seeks to engage with both businesses and talent that recognise the growing need for better work/life balance and champions making business accessible, fast, portable and efficient to help prepare for an AI accelerated world.

## Capability Review: Digital Readiness Sessions

Digital Readiness Sessions are the first step in preparing organisations for significant digital change. Digital Transformation is defined as:

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*Digital Transformation is evolution to a digital-first approach to all aspects of the business. It should be driven by the service consumer needs, no matter if they are customers, suppliers, stakeholders, employees or partners. It is a drive to lean, integrated, automated and repeatable operations using a diverse set of technologies including, but not limited to; APIs, AI, RPA, process automation, no-code technologies, integrations, digital marketing, applications, dashboards, data capture, workflows as well as more traditional automation methods. It does not represent a one-time effort but is a cultural and methodical shift to new more agile, flexible paradigm.*

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There is a lot to unpack in there, and all these opportunities are difficult to navigate without some experience – our Digital Readiness Sessions are designed to capture the current state of your organization, find strategies to help you progress and identify digital development opportunities to help drive efficiency, responsiveness and general quality of life improvements.

## Digital Readiness Session Methodology

Digital Readiness Sessions are primarily about finding common understanding before making progress towards Digitalisation as a team. While we may determine clear and executable improvement opportunities that is not the core goal. Prior to the first day an optional questionnaire will be provided. If the questionnaire is completed the agenda described in this document will be refined to align with the needs of your business. All activities can be completed during the workshop, but we see better outcomes at pre-prepared engagements.

We recommend either a full day or two-day sessions depending on your scope and complexity. The agenda is the same for both sessions – but more time is spent on discovery, discussions and quick wins in the two-day session.

## Typical Agenda

- Who are Oddly Digital?
- Introducing Your Organization
  - Core Business Vision
  - Strategic Goals
  - Methodologies Used
- Participant Introductions & key problems
  - Set up a “Key Objectives” Reference
  - Set up a “Challenge Board”
- Agree Session Rules
  - Agree Session ‘openness’ – agree in scope and out of scope topics.
  - Aim for full engagement and space to speak.
  - Who has final say?
  - Are quick wins to be planned or executed?
- Break – 10 mins
- The Brown Paper Session
  - Business Process Map and problem map
    - Process Owners
    - Key Dependencies
    - Required Information
  
  - Technical Systems
    - Systems Available
    - Scope of Systems
    - System Interconnections
    - System Deficiencies
- Lunch
- Open Discussion
  - Non-process Challenges
  - Challenge Board Review
  - Other Aspirations
- Break – 10 mins
- Building a Digital Strategy
  - Infrastructure Strategy
  - Key Digital Processes
  - Underutilized Systems
  - Other Available Tools

- Quick Wins and Conclusions
  - Review Challenge Board
  - Agree responsibilities
  - Identify any quick wins

The Oddly Team will then record the Session outputs. The Team over the next 5 business days will prepare a Session Summary document along with any additional research, follow up and advisories. We may also provide formal proposals if any specific service interest is expressed during the sessions.

## Digital Readiness Session Variations

We also have session variations that limit the focus to problem areas – we will reach out to discuss needs should you want to have one of the variation sessions – as we use resources from across the federation to bring specialist skills to bear these sessions are more limited in their availability.

### Digital Marketing

- This session variation focuses on the Lead Acquisition cycles of the business.
  - Social Channels in use
  - Organic vs Paid Marketing
  - Marketing ROI
  - Keyword usage
  - Alternative Channel Appraisals

### Employee Wellbeing and Change Readiness

- This session variation focuses on developing employee support options, and focusing on the changes of culture, approach and mental states to handle significant digital change in the business on an on-going basis.

### AI and ML Technologies

- This session is an introduction to AI, ML and automation technologies, the risks, advantages and how to integrate it effectively into your business processes.

### Product Development

- This session is for businesses with a clear Product need but that needs guidance on how to begin down the path of custom Web, Computer or Mobile Application Development

## Systems Integration

- This is a session geared towards removing manual steps from business processes using technologies like EDI, RPA, low-code / no-code environments and other automation technologies. It's aimed at larger, more mature organisations that want to free up time and human resources to focus on growth and development.

Additional tailoring is available on two-day sessions – we will reach out to do some initial scoping work for these sessions to allow team members flexibility to drop in and out and maximise the value of the time spent in session.