

HOW IT WORKS

Your organisation is only as capable as the people in it

You find out what each of your people can actually do with digital. They each get a plan built for them. You get the whole organisation in one view, and it stays true because it moves as they do.



Free to start

The assessment, the report and a personal pathway cost nothing, and they stay free.



Ten minutes each

Ten minutes to be assessed, then ten-minute lessons that fit around the working day.



Everyone moves

Not a snapshot for the board. A next step for every person in the organisation.

Know what your people can do, and give every one of them a way forward

Each of your team completes their own assessment, and it generates a development plan built for them personally. Not a course everyone is put through, but a plan that starts where that person actually is.

As an organisation, you see all of it in one place. Not a summary written by a department head, but the real capability of the team. It stays accurate because it is individual scores and individual progress driving everything, so the picture moves as your people do.

You set the goals. You get a clear overview of every team's capability, its confidence and where it stands today, so you can plan ahead instead of reacting.



What one person walks away with. Sample view from the product.

We do not just give you a snapshot. We give every person a pathway, so the whole team comes on the journey with you.

Five levels, six domains, ten minutes at a time

Over 450 units that can be tailored to your organisation, delivered in ten-minute lessons that fit around the working day. The pathway hands a person one thing to do at a time, explains why it matters, and asks how confident they feel afterwards. That answer feeds the next step, so the plan keeps pace with them rather than running to a fixed syllabus.

6

Domains, each scored separately

5

Levels in each domain, from aware through to leader

450+

Units, tailorable to your own goals, tools and systems

The six domains

● Digital Direction

● Data & Digital Safety

● Learning & Development

● Tools & Systems

● Process & Problem-Solving

● AI Literacy

One assessment, a personal plan and an organisational view

Each person

Completes their own assessment and gets their own result: where they are across six domains, and the gap between how capable they feel and how capable they are.

Follows a personal development pathway built from that result, in ten-minute lessons.

Your organisation

Sees every team in one place: capability, confidence and current position, by department, as it stands today.

Sets the goals the learning points at, and watches the picture move as people work through it.

WHY STARTING WITH INDIVIDUALS MATTERS

A report about the organisation is not the same as what it can do

You may well have done a digital maturity assessment already. A lead from each area, or the executive team, an hour with a consultant, and a report comes back. There is nothing wrong with the method. It is a small view, and everything that follows rests on it.

It cannot tell you which department is exposed and on what, which of your people are confident without being capable, or what any of them should do on Monday.

Every other digital maturity tool asks the organisation. We ask everyone in it.

It records what leadership believes about the organisation, which is not the same thing as what the organisation can do.

WHY IT IS WORTH DOING

You paid for the technology. This decides what it was worth

You will have a number for what your technology cost. You are unlikely to have one for whether the people using it can actually use it.

Half

Just over half of working-age adults cannot complete all twenty digital tasks classed as essential for work, and the figure for eighteen to twenty-four year olds is the same, so the younger staff are not quietly solving this.

Cebr for FutureDotNow, May 2025, sponsored by the National Technology Adviser at DSIT.

20,000

When the Government Digital Service put Microsoft Copilot in front of 20,000 people across twelve organisations, the benefit varied by the capability of the user rather than by the tool.

GDS Microsoft 365 Copilot experiment, June 2025.

WHAT STAYS PRIVATE

Honest answers, because the result belongs to the person

You never see how a named individual scored. Any group below four people is hidden entirely, so a team of three cannot be worked out by subtraction. It does not go near HR and it is not performance management. That is deliberate and it is not configurable, because honest answers are the whole value and people are only honest when the result is theirs.

Some gaps are bigger than a learning step

A governance problem, a system nobody owns, a board that needs a plan with dates against it. That is consulting: digital strategy, governance, risk and fractional digital leadership, chosen rather than required, and the same person doing it. We would rather sell you nothing than sell you a subscription that cannot fix what you have already got.

WHAT IT COSTS

Free to start, and priced in a conversation

The assessment, the report and a personal development pathway are free, and they stay free. Nobody has to pay to find out where they stand. For an organisation, there are three parts to it and a separate rate for charities.

Platform	£250 a month, including 25 seats.
Extra seats	From £5.89 per seat per month, falling with volume.
Launch	A one-off fee, set by how much customisation, tailored content and onboarding support you want.
Charities	A separate rate. Ask us.

What you pay depends on how many people you invite and what you want built around them, so it comes in a conversation rather than through a form.



THE ONE ASK

Take the assessment yourself

Ten minutes, and you will see exactly what your team would get. It is free, the report is yours whether or not we ever speak, and nothing about it commits you to anything.

[Take an assessment](#)

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