

# Creating A Digital Strategy

# Step One

In Creating A Strategy Answer  
the Following Questions

What are the organization's goals, objectives & priorities?

What are the organization's strengths, weaknesses, opportunities, threats?

What are you hoping to  
addresses with a strategy?

How will it be addressed  
through the strategy?

What other ways can it be addressed (alternative solutions or alternative strategies)?

Who are the main stakeholders?



What is your time frame?

What platforms will be used?

How will it be maintained?

How will the project's effectiveness be measured?

How much resources is  
needed?

What content needs to be developed?

How will the content be stored and maintained?

How can we maximize /  
optimize the content  
created?



What are the software and hardware requirements needed?

What are possible  
institutional or technological  
road-blocks?

# Step Two

Conducting Internal and  
External Analyses

Depending on the goals, the organization and the time there are many internal and external analyses that could be done to help map your strategy. Below are a list of external and internal analyses that can be undertaken, one or two internal and external analysis is usually sufficient.

**Types of Analysis & Frameworks:** Balanced Scorecard, Blue Ocean Strategy, Competitor and Market Analysis, Digital Disruption Analysis, Digital Trends Analysis, Early Warning Systems, Economic Trends, Education Trends, Gap Planning, Museum & Tourism Trends, Kano Model, PESTLE Analysis, Porter's Five Forces Framework, SWOT analysis, Strategy Canvas / Key Success Factors (KSF) of the Industry, Value Chain Analysis.

Other Types of Analysis and Frameworks: Baldrige Framework, OKRs (Objectives and Key Results), Hoshin Planning, and VRIO Framework.

# Step Three

Identifying The Type of  
Strategy

Question: Is your strategy goal based, issue based, transformation based?

# Step Four

Scenario Planning

We suggest planning for scenarios you think are likely to happen, and when they do what is the outcome?

Here are a few possible scenarios:

What Happens When Resources (Staff or Money) Are Increased/Decreased?

What Happens When The Scale of Project Increases/Decreases?

What Happens When Technology Adoption is Transformative/Hindered?



# Step Five

Writing It Up

At this point you have thought about your institution's vision, mission, strategy, the world around you, the organization's culture, the problem you're hoping to address, how you're hoping to implement and measure your solutions. It is time to write up your strategy.