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SHORT GUIDE TO DIGITAL WORKFORCE

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WHY DO WE ALL NEED TO ADOPT A DIGITAL WORKFORCE?

Ultimately, today's companies no longer have a choice of whether to embrace Digital Workforces or not. People live in a digitally advanced environment: entertainment, navigation, shopping and communication are fundamentally different from what they were 20 years ago. Subscribing to digital TV or broadband, or having a smartphone is very easy now.

This is not the case for companies. The same CEO who sits in a self-driving car and checking the news on his mobile (at traffic lights) uses digital solutions at work that were slightly outdated 20 years ago.

Instead, they should be supported by a full-blown Digital Workforce right alongside their human staff - working in tandem for a common purpose.

Just like in our private lives, technology used wisely gives a company agility, productivity and engagement. But having a Digital Workforce or installing a few software solutions is as different as having a smartphone or doing whatever we did before they came on the scene.



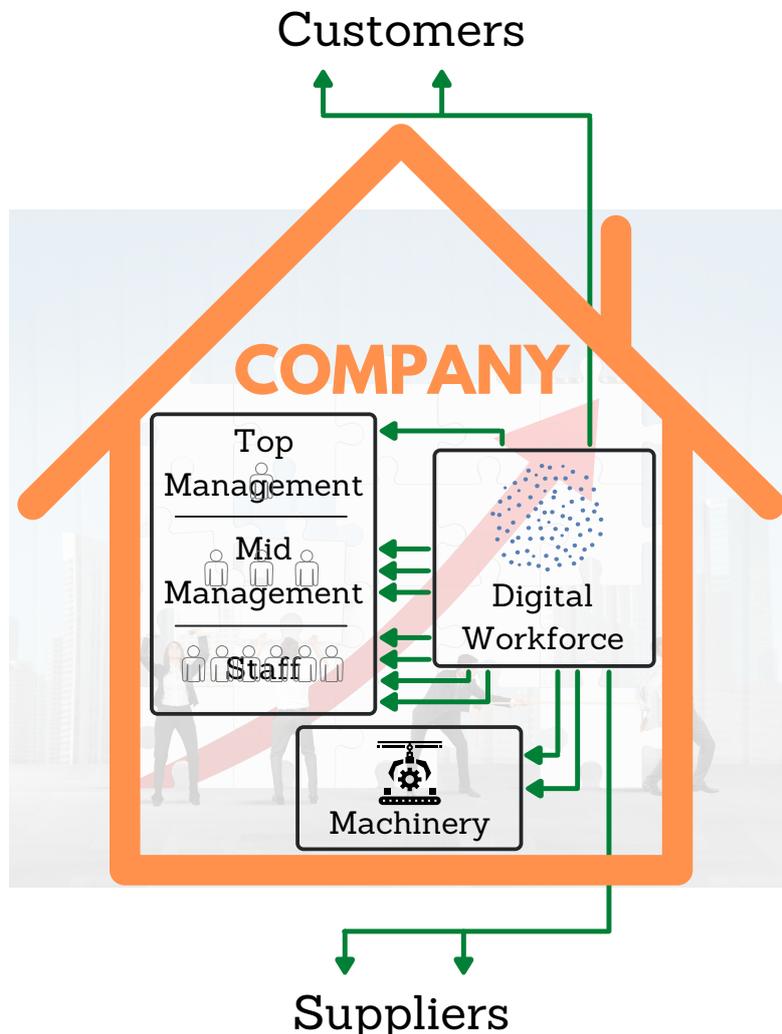
THE DIFFERENCE BETWEEN SOFTWARE AND DIGITAL WORKFORCE

The Digital Workforce is an integrated part of the workforce, putting people first. It supports top executives and workers alike, collaborating with them, enhancing their work.

Developing a Digital Workforce means addressing the company as a whole and coordinating between technology, process, and people aspects.

Questions to help determining a Digital Workforce:

- Does it serve all levels of the company?
- Can it change with the company?
- Does data flow unobstructed and with ease wherever it is needed?
- Does it enable internal communications to have less friction?



10 SIGNS YOU NEED A DIGITAL WORKFORCE



- 1 Takes too much time to manage and control the company
- 2 Trust issues within the company
- 3 Employees getting lost frequently, unclear procedures
- 4 Too much time wasted on mundane tasks
- 5 Management succession and transitions
- 6 Data breaks down in the company - jigsaw of systems is a mish-mash
- 7 Forecasts and future modelling are tiresomely manual or hardly exist
- 8 Hard for management to access crucial or valuable information
- 9 Digital Workforce will not leave the company
- 10 Wasted resources

WHAT YOU NEED TO DO TO GET A DIGITAL WORKFORCE

The world has changed. Technology has changed. Still, it is not a CEO's job to keep in-depth knowledge of every advance in technology.

However, the ways in which work is done effectively have changed too!

Those CEOs who take this into consideration gain a serious advantage.

Today's highly effective workforces have humans and the Digital Workforce operating in harmony, working in unison.

This hybrid requires a different mindset and skillset both from management and software developers.

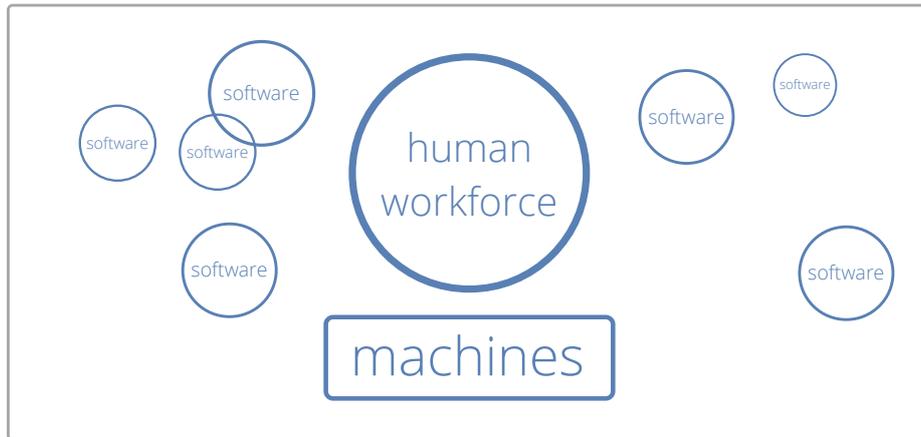
Basically you look at your Digital Workforce the same as you would judge any staff member:

- 1 You want it to be loyal to you
- 2 You want it to work hard and effectively
- 3 You want it to keep up with the company's changing needs
- 4 You want it to get along well with your staff, customers and suppliers

Fortunately, you don't have to understand the heavy techno-lingo.

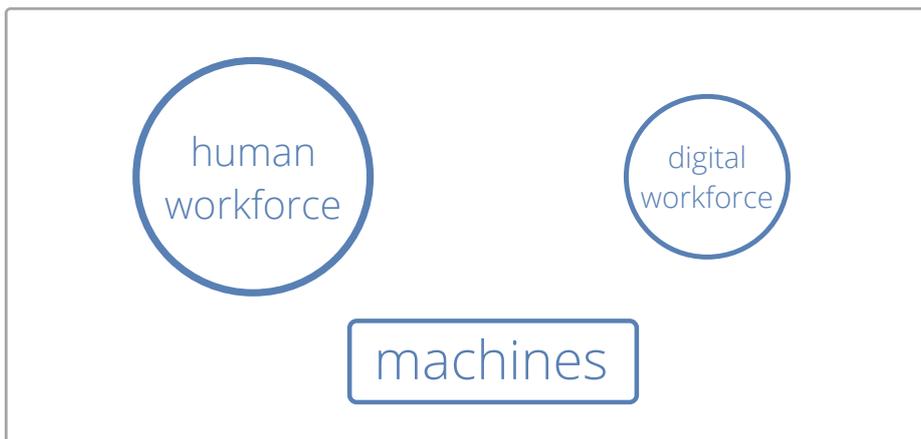
But you gain a lot if you get a general understanding of new corporate disciplines like Change Management, digital transformation or digital strategy.

DIGITAL TRANSFORMATION FOR THE DIGITAL WORKFORCE



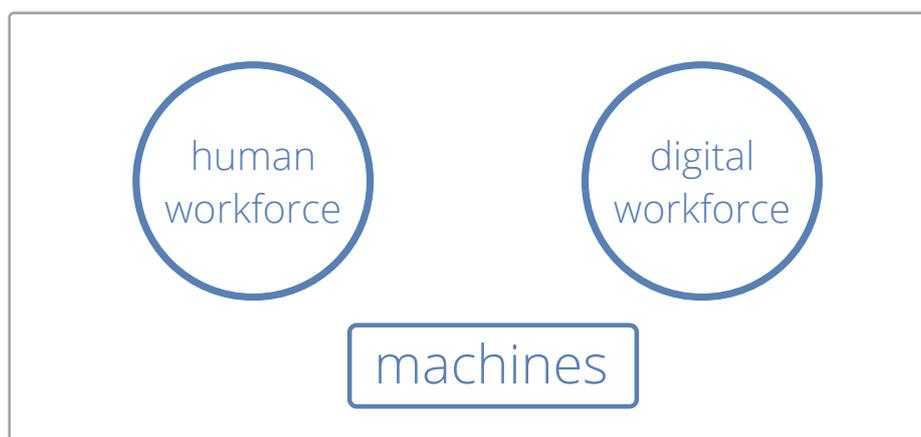
Strategies

- Corporate strategy for the future
- Digital strategy supporting corporate strategy
- Change Management strategy to ease transformation difficulties for staff



The same strategies apply -

- Corporate strategy for the future
- Digital strategy supporting corporate strategy
- Change Management strategy to ease transformation difficulties for staff



D I G I T A L
T R A N S F O R M A T I O N
D I G I T A L
E X P A N S I O N



GLOSSARY

Digital transformation

Digital transformation is the process of using digital technologies to create new (or modify existing) business processes, culture, and customer experiences. Generally, the purpose is to meet changing business and market requirements.

Recruiting a Digital Workforce certainly needs a digital transformation -- because so many fundamental and intrinsic details will change in the life of the company. Some tasks that were once done by humans will be done by the Digital Workforce; other human job roles will be helped, enhanced and extended by working together with the Digital Workforce, and further human job roles may be created.

Intertwined strategies

The owners' and top executives' dreams and goals are very likely reflected in the overall strategy of the company. But this strategy must be closely supported by the company's digital strategy and Change Management strategy as well. This is because technology is such an important part of our lives now, and because changes are so rapid and almost continuous that staff need to be specially prepared.

Digital strategy

This is about how and to what extent the company is planning to use and incorporate the advances of technology in its life and future. It's not just about buying hardware and software, but, crucially, how that hardware and software are going to adapt in a few years to future requirements, as yet unknown. A rigid hardware-software selection will repeatedly be both expensive and restrictive. An enduring digital strategy must include fundamental decisions about the kind of partners and services the company wants.

Change Management

Generally people don't like change. However, every company needs to change to survive and thrive in the world. To make change acceptable and tolerable for staff, we better take Change Management seriously. Without this, even the best intended ideas could totally derail.

What does the future hold?

Nobody knows the future exactly, so digital and Change Management strategies need to be flexible enough to cope with what we can't know in advance.

DIGITAL TRANSFORMATION EXECUTIVE QUESTIONNAIRE

Please rate your preparedness in each category

- 0%: Don't know what this is about or why it is important
- 20%: Understand what it is about, but we have to start building this from 0
- 40%: Humble foundations, the majority of the work is still ahead of us
- 60%: We are about half-way through this
- 80%: We have done most of the work, little left to do
- 100%: This is a well-covered area, we don't want to invest further work here



Corporate strategy for the future

- Clear overall goals
- Assessment of current situation of the company
- Assessment of gains - once reaching those goals
- Measurable objectives - supporting overall goals
- Departmental goals - supporting overall goals
- Total budget for transformation

Digital strategy supporting corporate strategy

- Assessment of current technology situation of the company
 - machines
 - hardware
 - software
- Digital support for departments
- Digital budget

Change Management strategy to ease transformation difficulties for staff

- Alignment of management
- Benefit Map for key workers
- Change Manager position
- Change agents
- Change Management budget

Prepared for the next 10 years

- Knowing company strategy
- Knowing the workforce
- Knowing technology
- Knowing operations
- Knowing the market environment

KEY ACTION POINTERS TO OPTIMIZE YOUR DIGITAL WORKFORCE

1 Work out where you are

Digital Workforce potential has raced forward at a furious pace. The rules of work have changed. Take some time to take stock and work out where you are. Where do you want to go next?

2 Harmonize the human and Digital Workforces

The future of work is hybrid. Work with colleagues to make sure your human and Digital Workforces operate in harmony, ensuring that employee experience is seamless both (in-person and remotely).

3 Double your determination and actions towards rebuilding culture and engagement

Organisational culture and engagement have been impacted by the sudden move to remote working during COVID, in positive and negative ways. Focus on using the Digital Workforce to nurture what's best about your organisational culture.

4 Hone your Digital Workforce management approaches

Consider and refine your approaches to measurement, training, Change Management, governance and service delivery.

5 Make sure that your software is fit for purpose and flexible

As well-partnered human and digital working becomes the norm, ensure that software is fit for purpose, matching sophisticated use cases and meeting the advancing expectations of employees.

SUMMARY

The Digital Workforce provides an organisation with services or capabilities across five main dimensions --

- Communication and employee engagement
- Collaboration
- Finding and sharing of information and knowledge
- Business applications (such as ERP)
- Agile working – the ability to be productive any time and place.

To work well, these need to be supported by five management activities --

- Strategic planning
- Governance and operational management
- Proactive support for adoption (Change Management)
- High-quality user experience
- Robust, secure and flexible technology.

Where will you gain?

Agility

Technology can help companies to respond faster to potential issues. Knowing where problems might arise before they occur enables faster solutions. A Digital Workforce helps organisations keep pace.

Productivity

With a Digital Workforce, employees can access the channels they need instantly to uncover useful information and give context to challenges.

Engagement

The modern technology world can empower staff to perform to the best of their abilities – regardless of where they might be working from.

