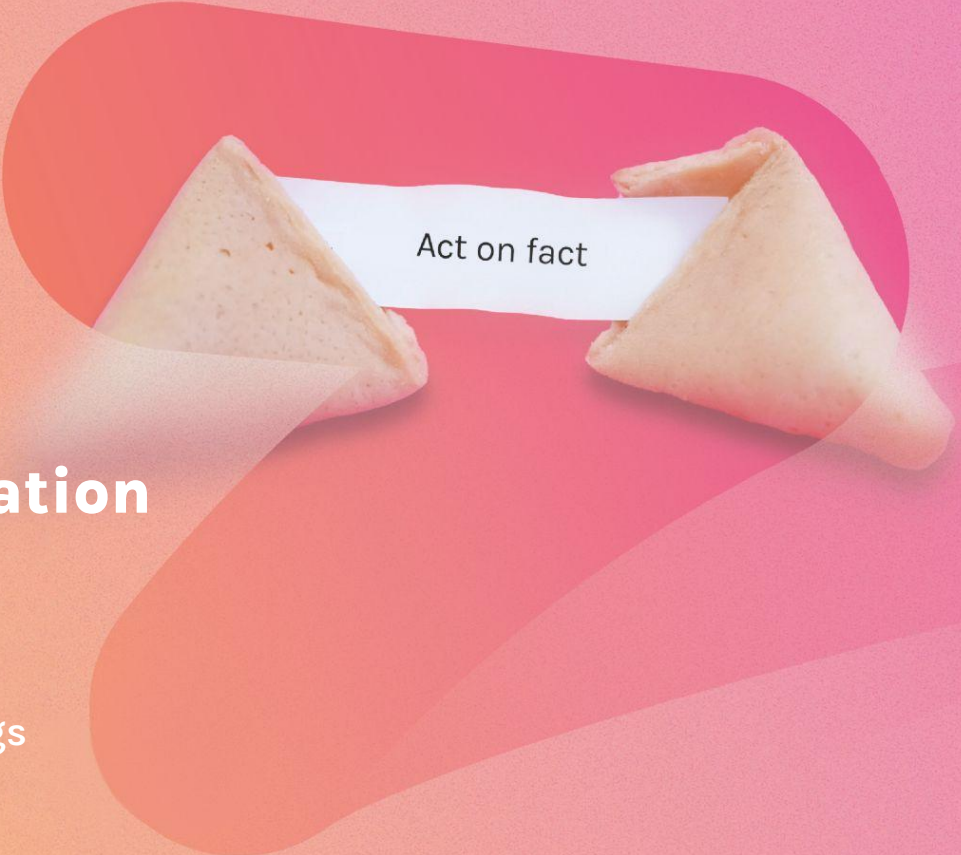


# DiGence

Created by Geeks

## A framework for Digital transformation That can not fail

A unique workbook to get things  
moving clearly, at speed.

A graphic featuring two golden-brown, triangular fortune teller cookies. A small, white, rectangular slip of paper is placed between the two cookies. The slip of paper has the text "Act on fact" written on it in a black, sans-serif font. The background is a gradient of orange and pink, with a large, dark pink, rounded shape behind the cookies.

Act on fact



**87%**

**Of digital  
Transformation  
Projects fail**

The biggest challenge for high-growth businesses is investigating in the right technology at the right time. DiGence is data-driven framework that shows business leaders exactly what to do for the highest ROI.

## How this workbook will help

- 01 Articulate your ambition that will become the foundation of your tech strategy
- 02 Frame what change looks like
- 03 Decide on what's important and what's standing in your way
- 04 Distill initial insights of what needs to be investigated and validated

## Before you begin...

- 01 Know your immediate and long-term business's goals requirements
- 02 Have an idea of what works and what needs to change
- 03 Know what departments will be involved in your transformation journey
- 04 A list of current systems

# Articulating your tech ambition

Your tech ambition must be aligned to business goals. There's little point in getting excited about the latest tech that has no alignment to what you need to achieve. Sometimes, the simplest strategies can create the biggest impact.

## Long Term Goals

Where do you see your company in the next 3 years?

- Increase locations from 9 to 30
- Streamline communication to enable efficient work practices
- Delivering an exceptional and seamless client journey

## Medium Term Goals

What are some smaller goals you would like to achieve?

- Introduce a reporting service for performance analysis
- Switch to cloud-based architecture for data storage
- Streamline the onboarding process for new employees

## In which ways do you see your technology supporting these medium and long term goals?

### 1. Automating Manual Processes

This will allow for employees to deliver more value because they're freed from menial tasks. Focusing more effort on what makes a real difference for the customer.

### 2. Dashboard

A unified view that will reduce time spent on separate tasks and increase efficiency. In turn, more time can be spent on improving other aspects of the business.

### 3. Reporting

A better way of storing and using data will allow us to analyse and improve our services.

YOUR TURN

# What are your business goals and how do you see technology aiding this push?

## Long Term Goals

Where do you see your company in the next 5 years?

## Medium Term Goals

What are some smaller goals you would like to achieve?

In which ways do you see your technology supporting these medium and long term goals?

## Framing desired outcomes

Below is an example of a change framework, which helps to identify the areas where your strategy will have the most impact. Our advice is to think both big and 'small' to inspire stakeholders about the potential of the project while reassuring them of its feasibility.

FROM		TO
Disjointed, hard to use systems.	▶	One accessible, functional and easy to use system that connects all disciplines.
A confusing client experience with many manual steps.	▶	A central dashboard that clients can access reports and streamline communications.
Manual onboarding journey with training articles on paper.	▶	A digital handbook and workplan massed with all real-time training materials.
Little documented HR processes.	▶	A database filled with HR processes.

YOUR TURN

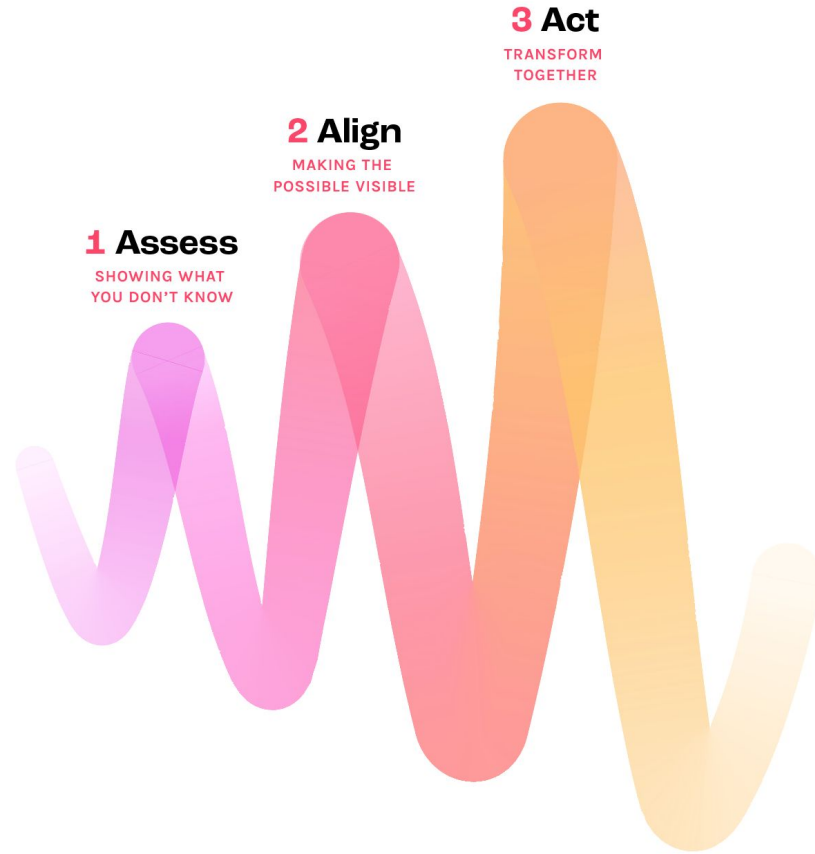
# What are your current business & process challenges vs where you aim to be?

FROM

TO



# Digital Evolution happens in three steps





# Form your Digital Evolution Roadmap

01

This step will help you to articulate and commit to your current priorities in implementing new technologies

02

Reflect on your challenges and set up hypotheses on what could be the source of these blockers

03

Next, you will identify the blockers that are stopping you from delivering on your priorities

## Questions to ask

01

If you had unlimited resources, what would you solve first?

02

What's blocking you in achieving your priorities?

03

What could be the root cause or source of the blockers that are stopping you from achieving your priorities?

## Committing to priorities

Where do you see your current priorities in implementing new technologies? An example could be streamlining client communication via a centralised dashboard. Here are some examples to get the juices flowing.

### Priority 1

Implementing a centralised way of working



#### Why is this a priority?

We currently have employees working on different projects but using different tools and software. We need a unified, consistent delivery of works.

### Priority 2

Have a coherent, united strategy based on data



#### Why is this a priority?

Our heads of department all have a different vision based on personal preferences. We need an objective, data driven roadmap.

### Priority 3

Improve the client journey & increase our NPS score



#### Why is this a priority?

Our clients interact with multiple touch points but progress is not captured in one centralised system. A streamlined way would benefit all parties.

### Priority 4

Create a database for processes and training



#### Why is this a priority?

Our employees all have different experiences in training due to little documentation. This leads to a difference in quality of work delivered.

**If you had unlimited resources, what would you solve first?**

**Priority 1**



Why is this a priority?

**Priority 2**



Why is this a priority?

**Priority 3**



Why is this a priority?

**Priority 4**



Why is this a priority?

## Distilling your insights

You've taken stock of where you want to go and what matters most in your tech evolution journey, now's your chance to reflect on your greatest challenges to reaching your tech ambition.

### Hypothesis 1

Most of our processes are manual



#### Why is this an issue?

We are wasting valuable time and resources on completing repetitive tasks that could be automated.

### Hypothesis 2

We have little systematic checks and balances



#### Why is this an issue?

There is nothing in place that currently monitors work until there are client complaints. This is poor for reputation.

### Hypothesis 3

Very few of our processes are documented



#### Why is this an issue?

We have a terrible tendency to not document a process. This has caused different interpretations of our delivery, affecting consistency.

### Hypothesis 4

We have many small mistakes



#### Why is this an issue?

Due to inconsistencies in our delivery, we often make small mistakes only caught when the client complains.

## Distilling your insights

You've taken stock of where you want to go and what matters most in your tech evolution journey, now's your chance to reflect on your greatest challenges to reaching your tech ambition.

### Hypothesis 1



Why is this an issue?

### Hypothesis 2



Why is this an issue?

### Hypothesis 3



Why is this an issue?

### Hypothesis 4



Why is this an issue?

# What's blocking you in achieving your priorities?

**Example**

Lack of resources (time, money, etc).

**Explanation**

We do not have the capacity to give focus to this right now.

**Example**

Split opinions in strategy.

**Explanation**

We have various different voices with no direct vision in our current strategy.

Now that you know what's holding you back,  
it's time to discover what will take you forward.

**Get in touch to make data-driven decisions  
about your systems, processes and priorities  
with DiGence.**



**Somayeh Aghnia**  
CEO at Geeks

hello@geeks.ltd.uk  
020 3507 0033  
[www.digence.com](http://www.digence.com)

**DiGence**

Created by Geeks



## Real change never stops Evolution is the solution

You're the changemaker, morphing your company into what's next. But "how we've always done it" isn't good enough anymore. So you're here to rethink that thinking. That's where Geeks comes in. We're here to smash what's been holding you back. And we know it's got to happen fast. So every Geek is powered by a fast-growth mindset, with a deep understanding of what technology can bring as your business takes on tomorrow.

We're your total partner, offering the right software solutions at every step of your high-speed evolution. New thinking, new strategy, new possibilities for you, your customers and your entire organisation.

## Breaking through barriers for change.

Contact us at [hello@geeks.ltd.uk](mailto:hello@geeks.ltd.uk) or 0203 507 0033



[Learn more](#)



## DiGence



The biggest challenge for high-growth businesses is investing in the right technology at the right time.

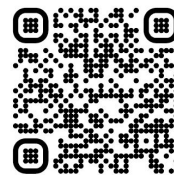
**DiGence** is an award-winning, data-driven framework, empowered by technology, that shows business leaders exactly **what to do for the highest ROI.**



A major barrier in software projects is the precision in knowing what exactly to build, how long will it take and how much will it cost.

**VisualSpec** is an award-winning method, empowered by technology, to **bring precision to your vision in a few days.**

## THE INNOVATION ROOM



The **innovation Room** is a space created by Geeks for changemakers harnessing

**Technologies to break down barriers** be inspired with podcasts and insights on how to apply technology to your business to grow, fast!



Growth goes one way.  
Change takes you anywhere.

## Reasons to Geek

What can technology bring as your business takes on tomorrow? By delivering the right strategy, design and engineering at every stage, we can help you deliver the change you need, at speed and scale.

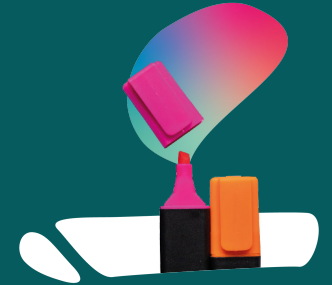


### We dig deep

For over 10 years, we've been blending with clients' businesses. It's how we find the soul of your company, and how technology can help you evolve.

### We tackle your toughest challenge first

Much as we'd love to, we can't solve everything instantly. But we don't skirt around: your transformation starts by taking on the priority problems.



### We pinpoint what's needed

From a wide spectrum of digital skills, we focus on delivering what's right: at the right time, with the right team, in the right way.

