

# WHAT MAKES A GOOD DIGITAL STRATEGY?

**COPENHAGEN**  
**AUGUST 2017**



# **DIGITAL CHANGES THE WAY GOVERNMENT OPERATES**

## **TO HAVE LEGITIMACY IN DRIVING A DIGITAL STRATEGY, GOVERNMENT MUST LEAD FROM THE FRONT**

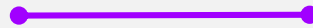
### **FROM ANALOGUE**

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### **TO DIGITAL**

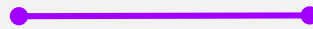
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Government asks citizens for the same information multiple times



Government recognises each citizen through a single ID and provides citizen-centric services

Uniform public services are provisioned by siloed departments and agencies



Public sector organisations are flexible, networked and purpose driven entities

Government is the principal provider of public services



Government is a facilitator and commissioner of public services

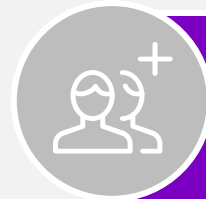
# THE ROLE OF GOVERNMENT

## DEVELOPING AND EXECUTING THE DIGITAL STRATEGY

**SYSTEMIC CHANGES ARE REQUIRED TO ENABLE THE MARKET**



**DIGITAL MARKET FAILURES**



**DIGITAL SKILLS AND CAPABILITIES**



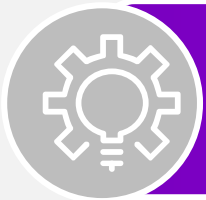
**REGULATORY AND LEGISLATIVE BARRIERS**



**OPEN INNOVATION PLATFORM**



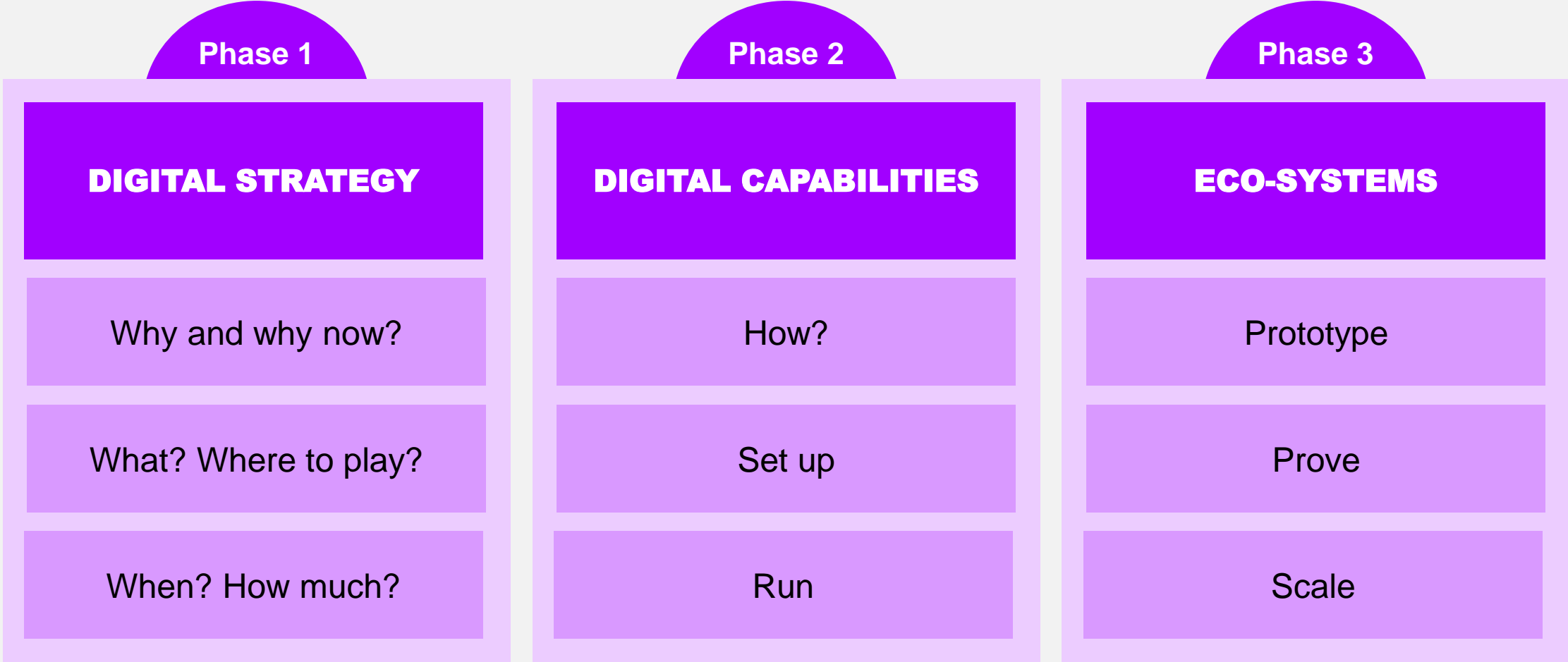
**GOVERNANCE ACROSS STATE, REGION, MUNICIPALITIES**



**VISION AND VALUE PROPOSITION**

# THREE PHASES OF THE DIGITAL JOURNEY

## THE NEW SCHOOL APPROACH



**Vision and Planning**



**Culture and Capabilities**

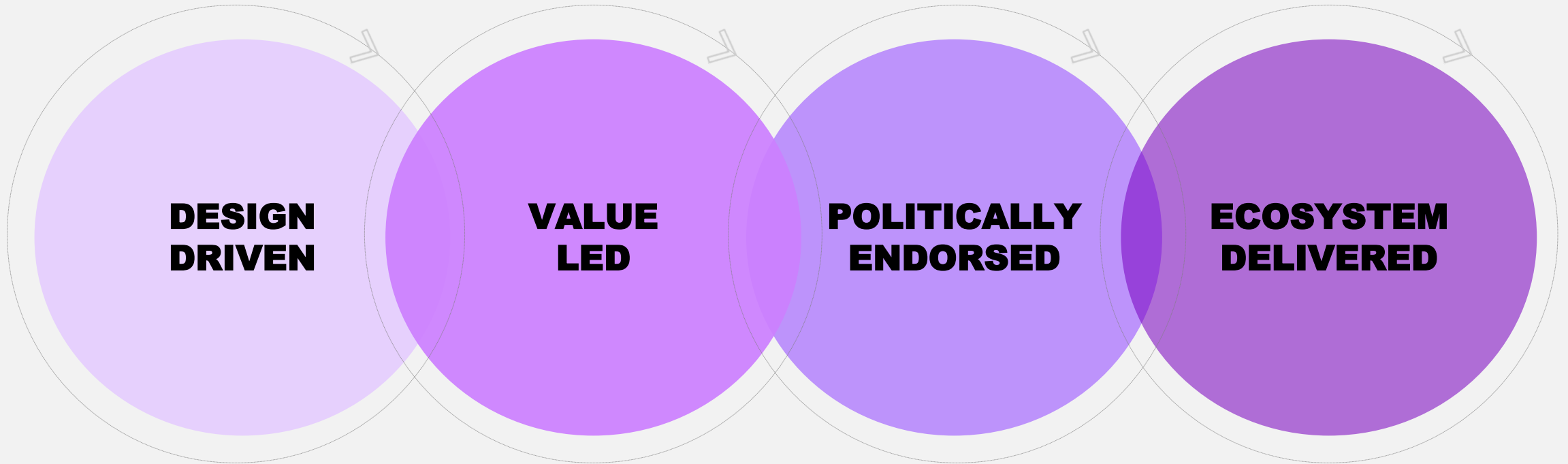


**Agile Implementation**



# KEY ATTRIBUTES OF A SUCCESSFUL DIGITAL STRATEGY

IT IS IMPORTANT THAT THE STRATEGY COVERS ALL FOUR COMPONENTS




# THANK YOU

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