Leading Digital Programmes to Transform Public Services

Overview of the series:

There have never been higher expectations of governments than there are today. Globally, they are under pressure to do more, do it better and do it for less.

For some time, there has been a push towards 'digital transformation' but typically more than 80% of public sector transformation efforts fail to meet their objectives. Today that *desire* to offer a digital-first experience has been replaced by a *need*. Demands have changed and organisations in every sector across every region have had to ramp up their digital efforts. Now all eyes are on governments to keep up.

This series explores how we can improve the digital experience governments offer, how we can effectively and efficiently roll out the projects needed to bring digital platforms up to date and, finally, how we measure and communicate the success of those projects, far beyond the point at which they go live.

Thursday 10th February at 12pm NZDT
Getting Your Digital-First Journey Underway

- The success or failure of a government is almost entirely dependent on how well it understands and delivers upon the needs of its audience online. As expectations evolve in light of the world spending much more time online, governments must have a clear understanding of what they are expected to deliver.
- In order to get your digital-first journey up and running, you must first have a clear understanding of your end goal, what people are expecting you to be able to offer.
- During this session, Squiz Co-Founder and Chairman, John-Paul Syriatowicz will discuss:
    - Understanding your audience - where and how to get started
    - Identifying the gaps in your current digital capabilities
    - Mapping out the issues your digital platforms will address and goals they will help you to achieve, now and in the future

Thursday 17th February at 12pm NZDT
Leadership During your Digital Progression

- In a digital-first world, governments can no longer afford to embark on the large, long-term digital transformation projects that once set them apart as innovative and forward-thinking.

- Today a digital-first approach is critical and governments need to take a more agile and incremental approach to build an online experience that will meet current and future expectations.
- As digital platforms evolve, multiple stakeholders will need to be called on in order to successfully, plan, build and launch each offering to market.
- Confident and informed leadership is key at all levels, from resourcing projects to managing the expectations of senior stakeholders and ensuring their buy-in.
- This session will explore digital progress leadership. Squiz Co-Founder and Chairman, John-Paul Syriatowicz, will discuss:
  - The art of agility and what it means in a digital-first environment
  - How to breakdown previously multi-layered digital transformation projects into smaller tasks that will make significant, incremental improvements
  - How to manage multiple stakeholders on multiple digital progress tasks

Thursday 24th February at 12pm NZDT
Measuring the Success of Digital Programmes

- The success of any project hangs in the objectives it is tied to from the outset - are they achievable, can they be measured and is everyone involved agreed on them?
- Before any project starts, it's critical to ensure everyone is clear on the intended outcome and how it will be measured. But measurement shouldn't begin and end as a project is delivered. Instead, measurement milestones should be included throughout, as well as after the project is delivered, to ensure it continues to meet expectations.
- During this session, the third in our eCourse series on leading digital progression, Squiz Co-Founder and Chairman, John-Paul Syriatowicz, will talk through:
  - How to map out the goals of multiple digital projects to ensure they each contribute to wider organisational objectives
  - Determining the measurement milestones for each project to maintain a close eye on progress and ensure it is communicated well with stakeholders
  - Some ideas for project measurement and communication post-delivery

Speaker bio: John-Paul Syriatowicz

John-Paul (JP) Syriatowicz is Chair and Co-founder of Squiz. In 1998, JP set out to change the way organisations interact with technology and communicate online. From modest beginnings developing websites in a studio in Redfern, Sydney, he built a sizeable team and formed a digital services company of international repute.

Squiz now boasts a large and loyal client base across the Asia Pacific, the UK, Europe and North America.

Squiz has a rich history in the public sector space, particularly across the ANZ market. JP is well versed in the challenges faced by the digital teams within public sector organisations and very familiar with the demands of increasing expectations to deliver all information and services online.