



Development of Digital Mindset for Managers in Albertslund and Glostrup Municipality



Motivation

- The board of directors of the municipalities called on the municipalities to start working with digital leadership, which was the starting point for a digital transformation process.



Challenge

- The top management were in need of a comprehensive overview of the organisational digital competency levels in order to locate strengths and weaknesses for each individual manager in the organisation.



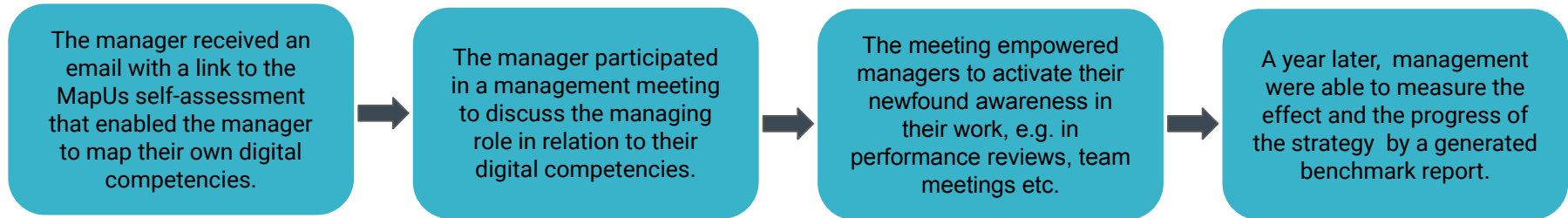
Objectives

- Generating a baseline of digital competency levels that would allow them to create a roadmap for their digital strategy which they could monitor with benchmarking.
- Creating a measurable competency profile for what good digital management is - a Persona - which would make digital management more accessible to work with.

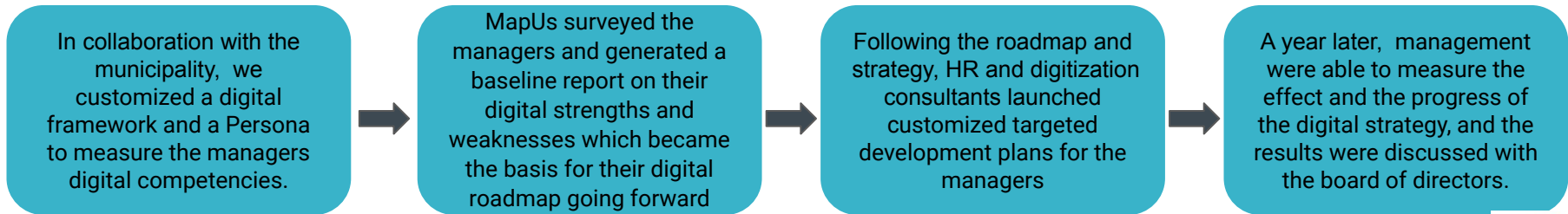




The Managers' Digital Journey



The Organisational Digital Journey





The effect of MapUs in Albertslund and Glostrup municipalities' Digital Strategy:



The overall digital competence levels of the managers were strengthened.



The Municipalities succeeded in creating a concrete and accessible version of digital management through a Persona



Digitization was brought onto the strategic agenda in the municipalities.



A shared language and digital mindset was created.

