



Kickstarting the Digital Strategy at the 2016 Management Conference



Motivation

- In 2016, a new municipal digitization strategy was adopted in Holstebro.
- The strategy called on municipal managers to be equipped for the digital requirements of the future.



Challenge

- The top management were in need of concepts to better understand their managing role and they were missing tools to make the digital strategy accessible to their managers.



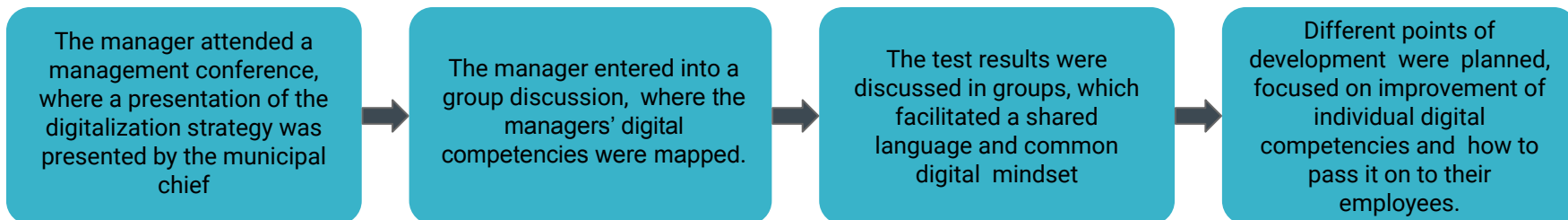
Objectives

- The main objective was to improve the managers digital competencies and to facilitate a shared language and a common digital mindset in order for them to pass their gained knowledge on to their employees.

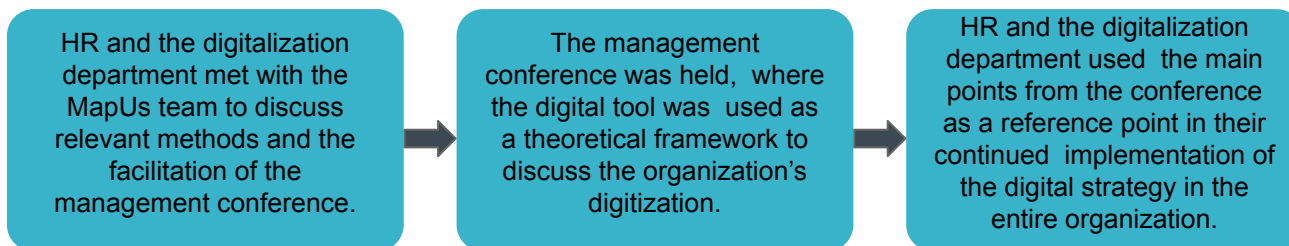




The Manager's Digital Journey



The Digital Journey of HR and the Digitization Department





The Effect of incorporating MapUs in Holstebro Municipality's Digital Strategy



A customized digital tool has been created to help managers facilitate a shared language and a common digital mindset within the organisation.



The competence levels of the managers have been strengthened and they have learned how to pass their gained digital knowledge on to their employees.

