

## How did **Region Midtjylland** Elevate their Digital Capabilities?



Motivation

• The top management of Region Midtjylland called on its employees to take advantage of digital opportunities. This birthed an effort at Region Midtjylland to boost the digital strategy for the entire organization.



Challenge

 Region Midtjylland were looking for a tangible tool to kickstart the work with digital competencies as they had identified a gap in the employees' digital mindset.

"Some employees assumed that digitization was only concerning the IT department" - IT development consultant Jens Kastrup Kjersgaard.



Objectives

- The main purpose of the digital strategy was to elevate the employees' digital knowledge and create a shared language and common digital mindset in the organization.
- However, it was essential that the provided tool was fully customized to meet their own focus areas and stakes.





## The Individual User's Digital Journey

The employee entered into a team discussion, where the teams' digital competencies were mapped.

The competency mapping encouraged a digital dialogue, which created a shared language and a common understanding of the team's digital strengths and weaknesses.

The discussion facilitated a common sharing of knowledge and a toolbox to prepare concrete plans of action for the team to improve on their digital challenges.

With the provided tools, employees were able to work independently with their digital challenges and and mindset.

## The Organizational Digital Journey

HR and the digitalization department met with us to discussed the specific needs of the organization, which resulted in a customized framework.

The organization held workshop to discuss the teams' digital strengths and weaknesses, which led to a the digital dialogue.

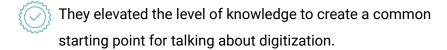
Based on the discussion and generated baseline reports, a qualified plan of action was developed in order to obtain strategic digital goals and easy wins.

Internal follow-up on the roadmap by HR and digitalization department.





## The Effect of incorporating MapUs in Region Midtjylland's Digital Strategy



A positive digital attitude and a demand for additional knowledge about digitization has been created as the employees understand the importance of the digital mindset and find it relevant in their work.

The digital ambassadors of the organisation were identified so they could be activates and train the remaining employees.

