

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.

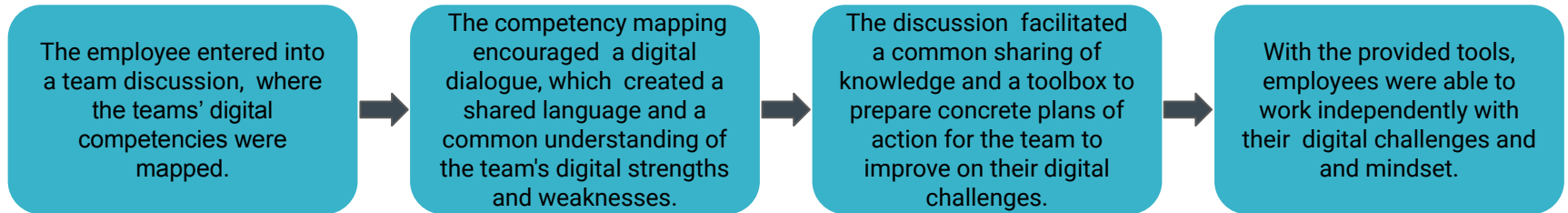


Objectives

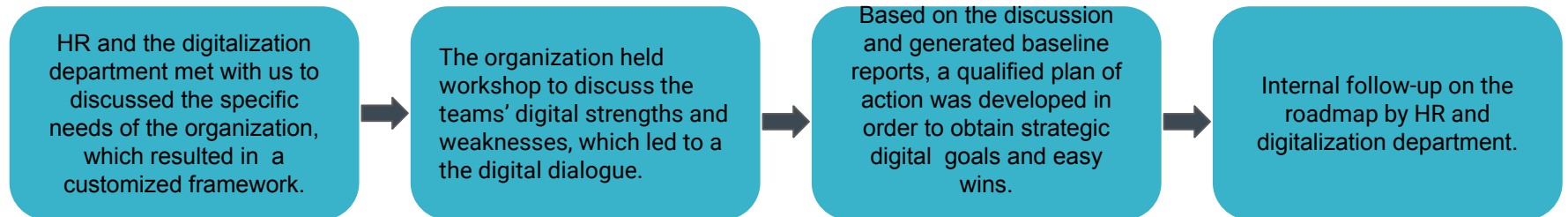
- The main purpose of the digital strategy was to elevate the employees' digital knowledge and create a shared language and common digital mindset in the organization.
- However, it was essential that the provided tool was fully customized to meet their own focus areas and stakes.



The Individual User's Digital Journey



The Organizational Digital Journey



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

- They elevated the level of knowledge to create a common starting point for talking about digitization.
- 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 activated and train the remaining employees.

