



# Digital Maturity Index Facilitators Instrument

How ready are you to excel at digital transformation? In a world where digitalization affects every organization, professionals are challenged to transform both their mindsets and their approach to work.

The Digital Maturity Index (DMI) is a self-assessment that reveals a person's level of digital maturity and current position on a digital journey. It has been designed by Professor Michael Netzley and Robin Speculand.

**It's a six-minute online assessment and after completing, participants receive a report describing where they are on their digital journey and recommendations for further development.**



**DIGITAL MATURITY INDEX**

# How to Use the DMI Assessment

The DMI is best used as a pre-course self-assessment that sets the stage for digital training, management development or digital execution consulting.

The resulting report describes three unique stages of digital maturity.

## 1. Reacting Stage

Professionals typically find themselves responding to a spark or impetus to understand digitalization. The spark to which you are reacting often comes from the marketplace, customers, or employers. Because of the digitalization activities happening around you, in the marketplace or in your organization, you now find yourself responding to these pressures. This early stage of digital maturing is reactive because people are provoked to take action.

## 2. Embedding Stage

Professionals find themselves in the middle of the digital maturity journey. Their work and life is already affected by digitalization, or perhaps they want to become more customer obsessed. They are likely focused on the business implications of digitalization, which include customer journeys, data collection, artificial intelligence, bureaucracy reduction, and reorganization.

## 3. Strategic Stage

Professionals at this mature stage have imbued the challenges, language and techniques of digitalization. They can proactively identify and leverage strategic opportunities, and they recognize a sizable revenue potential. They also appreciate the value of partnering with other organizations using open APIs and building ecosystems that enhance the customer offering. In addition, they constantly track advancements in digitalization and are ready to adopt them when required.

## The Digital Maturity Index (DMI) is ideal for these situations:

- Facilitators who want to identify each participant's current level of digital maturity
- Consultants engaged with a client company who want to identify where leaders and employees are on their digital journey
- Universities looking to enhance their online and classroom courses
- Chief digital officers wanting to identify the digital readiness of their employees

## Purchase Price

No. of DMI	Price/unit in SGD
1-30	8
31-99	6
Over 99	5

### DMI facilitator package includes:

- Guidelines for effectively using the DMI with clients, coaches, or students
- Debrief guide to help you explain and discuss the DMI with participants
- Call with Professor Michael Netzley or Robin Speculand who will answer questions and provide support

For further clarification or support please contact:

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