



WEBINAR SERIES

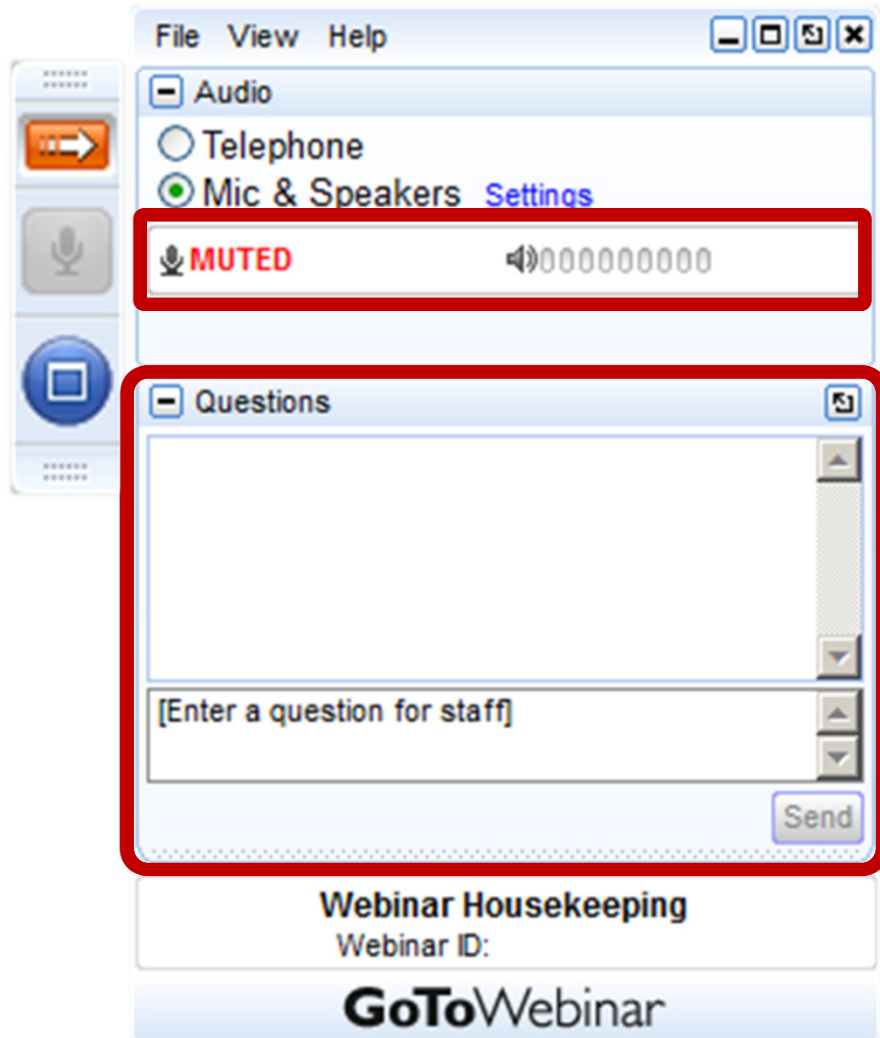
Can One Person Make a Difference?

Digital Transformation Starts Small

Presented by:

Association Technology Solutions





- Attendees are muted to reduce background noise
- Remember to ask questions via the **Questions** panel
- Questions will be answered during Q&A after presentation is complete



ABOUT ATS

- Serving iMIS community since 1995
- Full-service Authorized iMIS Solutions Provider (AiSP)
- Application development to extend the functionality of iMIS
- ASI's Client Sales Leader of the Year and Chairman Circle for 2020



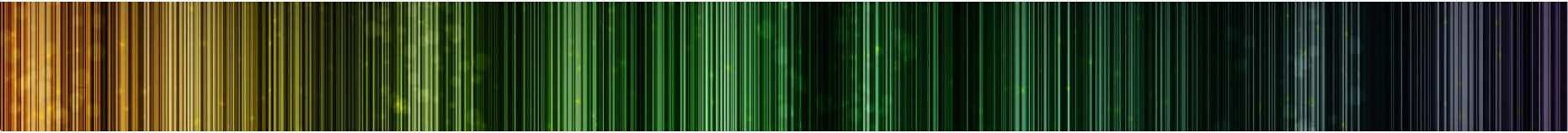


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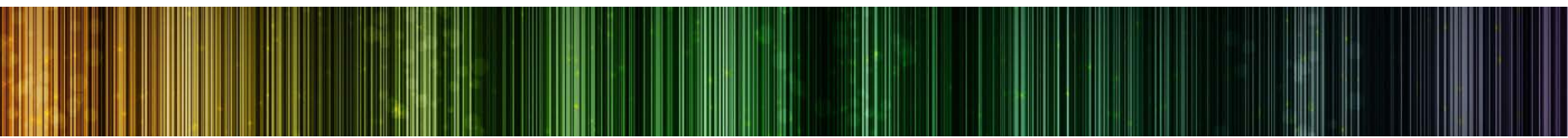
Kunal Johar
Chief Technology Officer
OpenWater





DEFINE DIGITAL TRANSFORMATION





Digital transformation

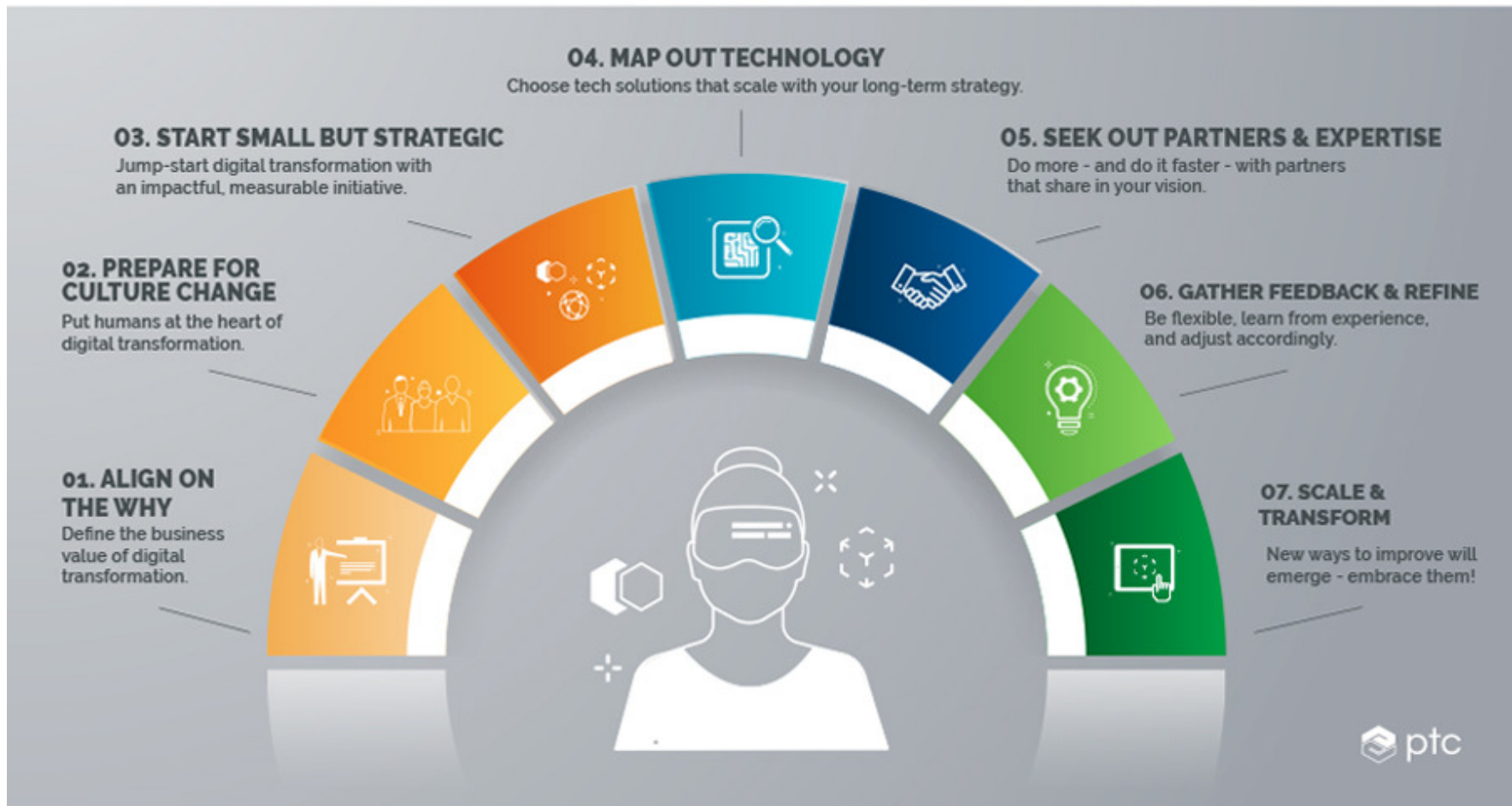
Digital transformation (DX) is the adoption of [digital technology](#) by a company. Common goals for its implementation are to improve efficiency, value or innovation.^{[1][2]}





DIGITAL TRANSFORMATION STRATEGY

7 ESSENTIAL STEPS TO DRIVE DX SUCCESS IN THE ENTERPRISE





How Many People are needed to Make a Change?





TYPE 1 AND TYPE 2 DECISIONS

- From 1999 Shareholder Letter, Jeff Bezos Described Type 1 and Type 2 Decisions
 - Type 1: One Way
 - Type 2: Reversible

- Same concept applies to digital transformation



- Getting a Type 1 Transformation wrong can cost your career
- It can stagnate an organization for years
- Consultants, extensive documentation, buy in, and planning makes sense
- For these it is important to prioritize and execute and only work on 1-2 initiatives at a time



TYPE 1 TRANSFORMATION EXAMPLES

- Association Software / CRM / EMS replacement or major upgrade
- Staff Remote Work Policy Enforcement
- Changing from Office365 to Google





TYPE 2 TRANSFORMATION

Quick to Execute, easy to iterate, easy to revert

- If you get a type 2 transformation wrong, no one will notice!
- If you get it right, no one will notice either, at first!
- Target areas that are small and repeatable so your work and efforts can compound
- Find areas that don't need much approval or any approval at all





TYPE 2 TRANSFORMATION EXAMPLES

- Better Informed Employees
- Better Informed Members
- Reduce # of Steps Needed to Do Something





CAN 1 PERSON REALLY MAKE AN IMPACT?

- At OpenWater we built out an internal wiki taking our employee handbook and converting it into tiny webpages called Cards
- The project started in late 2019 because the same questions kept coming up to HR (Christmas is on a Friday do we get an extra day off?, how do I get my headset paid for?)
- One person wrote the first 50 cards, and it took nearly 5 months before people started using it regular
- Today the system has 349 cards and has been used 4,000+ times in the last 12 months





CAN 1 PERSON REALLY MAKE AN IMPACT?

- [See Demo]
- You can build this now in RISE without any budget, and with low approval
 - Limit to Staff Users Only
 - Allow Staff users to Submit and Edit their Own “Cards”



- The first 50 cards probably took around 50 hours over 5 months to input
- One person did it
- If no one used the cards, ever it would not have been a big deal
- With the seeds planted and people seeing critical mass in one area, they added their own articles
- Wikipedia was digital transformation for the Encyclopedia
- A Corporate wiki is a great first project that's free to do and will save your organization plenty of time



OpenWater is a Type 2 Digital Transformation Tool





WHAT IS OPENWATER

- Application and Review Software without the Fuss
- Application and Review
 - Awards Nominations
 - Scholarship Nominations
 - Conference Abstracts / Proposals
 - Any other application process that needs some review





WHAT IS OPENWATER

- What about the fuss?
- Application Process
 - People leave forms incomplete
 - People do not read the rules or instructions
 - Lot's of questions around the deadline
 - No easy way to collect file uploads
 - Reviewers also don't follow the guidelines





Real World Example





QUESTIONS & ANSWERS



Kunal Johar
Chief Technology Officer
OpenWater



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