



**G-Cloud 15 service description:
Service organisation dynamic operating model
roadmap**

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Service type: Cloud support

Introduction

Public Digital is a digital transformation consultancy. We help public sector organisations to transform the way they monitor and manage the impact of digital cloud hosted technology across their operations. Our approach enables clients to become true 'service organisations', using performance-focused service delivery to improve the end user experience.

Planning

We apply a collaborative approach to reviewing and optimising the impact of technology on service delivery across an organisation, using a structured methodology reflecting extensive experience from leading high-impact digital, cloud-based change. We use real-world use cases from across the public sector to help organisations understand exactly where and how technology is used, and can be improved.

Our methodology includes:

- Forming co-representative teams to collaboratively plan review activities, gather insight and shape strategy
- Collectively exploring and mapping the end-to-end service delivery process, including technology, teams, capabilities, processes, governance, culture, and ways of working, across all departments and functions
- Defining service performance measurement criteria to enable consistent, accurate assessment of how technology affects end user experience at each stage, in the context of each team, department and function
- Co-designing detailed, actionable roadmaps for a service performance-focused operating model, with shared goals enabling cohesive, effective use of technology, including designing and mobilising reimagined, multidisciplinary teams
- Co-developing prototype operating models to support delivery of services that effectively meet user needs
- Iteratively monitoring and maintaining service capability as requirements shift, new data/technologies become available, and service use changes.

Service features:

- Collectively define needs/objectives for service organisation operating model reviews
- Establish joint project teams for the review and design process
- Detailed review of technology application across the organisation

- Clearly defined performance criteria enabling consistent assessment
- Co-design of performance-focused operating models, based on proven examples
- Detailed, actionable roadmaps for successful transition
- Training and guidance on target operating model adoption
- Facilitated transition supported by real-world operational expertise and experience
- Design/build of prototypes to ensure operating model fitness for purpose
- Robust, iterative monitoring and maintenance of service capability.

Service benefits

- Become a true 'service organisation', with a performance-focused operating model
- Enhanced end user service experience
- Improved cohesion and collaboration across all departments and functions
- Better visibility and assessment of impact of digital technology
- More informed, effective operating issue identification and resolution
- Remove siloes of activity and understanding
- Manage competing priorities
- Monitoring adoption and implementation of digital technology
- Tracking costs and identifying optimal Value for Money
- Improve autonomy, engagement and satisfaction across staff.

Training

Public Digital works closely with senior leaders and digital/operational teams, both on a one-to-one and group basis, offering coaching, training and advice. This includes guidance on how to effectively use cloud-hosted systems, manage change, and create an integrated, digital environment.

Our flexible training offer helps public sector organisations to introduce digital ways of working, through co-developed, bespoke training plans. Training delivery formats include training module programmes, immersive digital 'masterclasses', and one-to-one coaching/mentoring for digital leaders.

We build engagement through a range of educational activities that apply the extensive, real-world experience of our consultants, prioritising activities that support digital sustainability, e.g. delivering train-the-trainer sessions; providing training toolkits and resources; and building communities of practice to encourage in-house knowledge exchange.

As part of our approach, we support organisations to break down silos and encourage multidisciplinary working, adopting a more unified and integrated approach to digital delivery. This encourages teams to share resources, ideas, and best practices, allowing for more efficient and collaborative solutions, while facilitating agile, user-led and open working practices.

Thank you
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