

The Digital Culture Scorecard

How to use the scorecard:

- 1 Take each digital culture attribute and consider it in the context of how it is applied (the application facets). Score it out of 10, with a low score indicating that you do not believe this attribute is incorporated well, and a high score indicating that you do.
- 2 Add the scores horizontally for each culture attribute. This gives you a comparative score across all the different attributes, which will reveal where your stronger areas are as well as where needs more work.
- 3 Add the scores against vertical application facets. This gives a comparative score against different ways of applying the attributes. For example, you may find that you are strong in the cultural attributes for leadership, but less strong in how the team or organisation deals with challenges.
- 4 Get other team members to fill in the scorecard and compare. Use this as the basis for discussion for how you can work as a team to improve.

This scorecard is based on findings from Econsultancy's 'Building a Digital Culture' report, authored by Neil Perkin.

The scorecard is designed to help leaders and team members to score their organisation and teams against the criteria that is most important to digital culture.

Company / team mission:

Company / team values:

	Application facets	Leadership	Decision making	Behaviour and ways of working	Responding to challenges	Capitalising on opportunity	Total
Digital culture attributes	Definition	To what extent does the team of business leadership demonstrate these qualities	The extent to which these qualities are brought into how the team/business makes decisions	The extent to which these qualities are brought into the behaviours and ways of operating	The extent to which these qualities help the team respond to obstacles and challenges	The extent to which these qualities help the team capitalise on new opportunities	
Visionary	Ambitious, thinking differently, innovative, strong direction						
Customer centric	Customer backwards approach, customer insight, feedback loops, empathy						
Commercial focus	Focus on commercial benefit, bias to action, accountability, diligence						
Flexible and agile	Agile ways of working, adaptiveness, embracing change						
Curiosity and external perspective	Externally networked, input of fresh ideas and perspectives, critical thinking						
Continuous learning	Continual improvement, hypothesis-driven, data-driven, test and learn, reflection						
Collaborative	Horizontal working, cross-functional approaches						
Openness and transparency	Transparent ways of working, open communication, high levels of trust						
Empowerment and autonomy	Ability to make decisions, take ownership, not overly hierarchical						
Digital literacy	Understanding of the potential of technology to facilitate outcomes						
	Total						