



Digitization:

How to bring about cultural change in your municipality



One in three Swiss municipalities sees digitization as an opportunity. Your switch to digital processes and solutions will be most successful if all staff are convinced of the benefits. A cultural change is required – and these eight tips will help you.

1

Encourage staff to be involved:

Take your staff with you on your digital journey right from day one. They should be actively involved in the transition and able to try out their own ideas. This will create motivation and a sense of appreciation, bolster individual responsibility and encourage a positive attitude towards the transition.

2

Communicate transparently:

Talk openly and clearly with your staff: about your concrete digitization goals, about measures and about their progress. This will help everyone involved to know where they stand, creating understanding and clearing up any uncertainties.

3

Optimize your infrastructure:

Up-to-date tools don't just make it easier for your team to acclimatize to new digital processes. A modern workspace is also important for your staff to be able to work more efficiently, which in turn promotes acceptance of digitization.

4

Offer training and workshops:

Invest in training and workshops that will equip your team for the digital transformation. Practical exercises will help them to implement what they have learned. You should also keep your staff up to date about the latest digital developments in the world of e-government and cybersecurity.



5

Set an example:

Play an active role in driving digital transformation at management level. This will demonstrate your own willingness to change and inspire your team to follow your lead.

6

Create incentives:

Recognition will increase motivation among your staff. The same also applies to praise from outside sources, which is why you should share your digital success stories with other municipalities and the public. It should be evident what you are doing to drive e-government forward.

7

Introduce mentoring programmes:

Establish mentoring programmes in which experienced staff share their expertise with less experienced colleagues. This will encourage exchange of knowledge and make it easier to get started in the digital world.

8

Consult your team:

Ask your staff for feedback on a regular basis. Their input will enable you to make adjustments to your cultural transformation and ensure that you reach your digitization goals.