

**Go Digital Programme**

**Digital Action Plan**

Guidance ***(pls delete when presenting to the client)***

The Digital Action Plan should be developed based on the findings from the Digital Audit providing a clear link between the two. Guidance for writing the report is not overly specific as we recognise that each Plan needs to be bespoke to the client. However, it should at the very least:

1. Identify a range of digital tools and/or training that will benefit the business and why
2. Identify the steps the business needs to take to adopt and embed the proposed digital tools/training
3. Actions should be SMART - specific, measurable, achievable, realistic and timely
4. Give guidance on the type of supplier that could help with taking these actions forward and potential costs
5. Put forward action/s for prioritisation noting that these are suggested and it will ultimately be the client’s decision
6. Refer the business to the suppliers’ database to find relevant suppliers
7. Where appropriate, refer the business to the Go Digital Business Voucher Scheme
8. Be sent to the client at least 2 working days in advance of the follow up meeting