## Finance

1. What is your budget for digital over the next 12 months? Put down a dollar amount even if it is just an estimate.

## People

1. How would you rate your current digital skills?

Very Good [ ]  Good [ ]  Medium [ ]  Poor [ ]  Very Poor [ ]

1. Do you conduct regular digital training (whether it be in-house, external, online etc.)?

Yes[ ]  No[ ]

1. List the areas of your largest digital skills deficiencies and whether you intend to build those skills in-house or outsource.

## Data

1. On a scale of 1 – 5 how would you rate your use of data in your business? (5 being very good, 1 being poor)
2. Do you have a clean, usable customer database?

Yes[ ]  No[ ]

1. Do you effectively use your web analytics? (e.g. measure your web statistics, derive insights, and make improvements).

Yes[ ]  No[ ]

1. What other data do you measure in your business? (e.g. Sales data)
2. List three ways you are going to improve your data usage in your business in the next three months.

### Standards and Policies

1. Do you have a social media/digital usage policy in your business?

Yes[ ]  No[ ]
2. Do you have a social media response guide for your business?

Yes[ ]  No[ ]
3. If you are missing the policies above, write down some actions to put these policies in place.
4. What other digital policies does your business need to put in place? (e.g. privacy policy, returns policy, delivery policy etc.)

### Tools & technologies

1. List all the web tools and technologies you use in your business:
2. Cross out the tools aren’t currently delivering value to the business.
3. If you believe you should still be using these tools, explain why:

### Actions

Now that you’ve considered your digital foundations, what you are doing well and not doing so well? Based on the your budget and the time available to you, list down the top three actions you need to focus on to begin building strong digital foundations.

| **Actions** | **Who** | **Date Completed** |
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