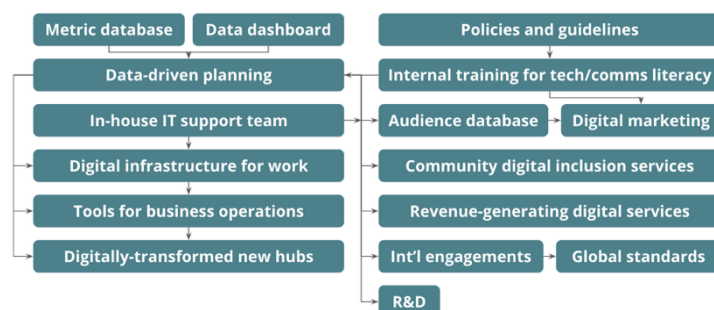


## 5-Year Digital Transformation (DX) Strategy – Overview

Key focus areas and milestones	Our objectives
<b>[1] Data</b> Solidify the foundation to be data-centered	<ol style="list-style-type: none"> <li>1. Standardize an internal process of data collection</li> <li>2. Make key indicators (metrics) accessible to all staff members</li> <li>3. Cultivate a shared understanding of data-driven business operations</li> </ol>
<b>[2] Governance</b> Cultivate “digital-native” culture	<ol style="list-style-type: none"> <li>1. Increase the awareness of security and privacy practices</li> <li>2. Penetrate the internal use of data across all activities</li> </ol>
<b>[3] Reliability</b> Build self-contained, reliable IT capacity	<ol style="list-style-type: none"> <li>1. Solidify in-house capacity to implement and maintain tech solutions</li> <li>2. Standardize IT-related operational processes and sensitize staff</li> </ol>
<b>[4] Operations and communications</b> Become a role model of “technology and innovation space”	<ol style="list-style-type: none"> <li>1. Solve business-critical operational burdens through the effective use of IT tools</li> <li>2. Enhance organization-wide digital communication efficiency</li> <li>3. Accelerate digital inclusion among communities</li> </ol>
<b>[5] Scalability</b> Scale in and beyond Malawi	<ol style="list-style-type: none"> <li>1. Formalize our “recipe” of DX for other organizations and hubs</li> <li>2. Expand the business in a financially sustainable way</li> <li>3. Position well within the global ecosystem</li> </ol>

### Our expected deliverables and dependencies:



### DX is essential to achieve [Emerge Livelihoods' Strategic Plan 2024-2029](#):

Strategic pillar	Key DX-dependent activities under the organizational 5-year strategic plan
Product and Service Diversification	<ul style="list-style-type: none"> <li>Facilitate co-creation and co-design sessions with communities</li> <li>Develop program implementation guidelines and standards</li> <li>Align cross cutting issues ensuring inclusivity in gender, rural, urban context and climate change</li> <li>Facilitate a market needs assessment to guide new program development and service offering</li> </ul>
Investment and Sustainability	<ul style="list-style-type: none"> <li>Invest in emerging local enterprises through tailor made financing solutions</li> <li>Establish dedicated innovation spaces and programs for individuals and communities</li> <li>Invest in talent development by prioritizing staff capacity development and knowledge management</li> <li>Establishment of partnerships in project implementation, knowledge exchange and innovation</li> </ul>
Organization Development	<ul style="list-style-type: none"> <li>Automate workflows, outsource non-core functions and leverage volunteers</li> <li>Develop and implement effective recruitment strategies</li> <li>Develop and implement robust performance appraisal system</li> </ul>
Infrastructure Development	<ul style="list-style-type: none"> <li>Explore potential locations for integration with local communities through a community hub.</li> <li>Invest in emerging technologies that will lead to better hub connectivity in the community hubs</li> <li>Adopt cloud-based information technology system for improved hub management</li> <li>Transition to an environmentally friendly ecosystem of hubs</li> </ul>
Branding and Visibility	<ul style="list-style-type: none"> <li>Development of new brand name</li> <li>Conduct social media campaigns</li> <li>Mount billboards in strategic areas</li> <li>Join and leverage national and international networks</li> <li>Advertise through traditional channels</li> <li>Intensify use of paid social media adverts</li> <li>Implement Corporate Shared Value initiatives</li> <li>Have open days</li> <li>Staff training on best practices in documentation</li> <li>Publication and distribution of best practices magazines/booklets</li> <li>Develop guiding tools for documentation</li> <li>Documentation of success stories</li> <li>Train community leaders in communications and participatory rural appraisals</li> </ul>

✉ [Contact us](#) to learn more about our strategic investments in *digitization*, *digitalization*, and *digital transformation*.