



# DIY Toolkit

Specially designed to help small-medium media houses to strategize for digital transformation and rethink their business models.



# Strategize for Digital Transformation and Rethink your Business Model

## DIGITAL TRANSFORMATION

Digital transformation means different things for different people so there's no one ideal definition for it. However, all meanings refer to digital transformation as the use of technology to improve processes and outcomes for both audiences and the workforce.

Digital transformation is using digital (computer-based) technologies to modify existing or create new processes, strategies, cultures, and audience experiences to meet evolving business and market requirements.

## BUSINESS MODEL

Put simply, a business model is a plan of how a business/company/organization intends to make money while delivering value to its customers (audiences) at a reasonable cost.

Essentially, a business model answers fundamental questions of what problem you're solving, how you're doing it, who your target is, what expenses you anticipate incurring, and how you generate revenue to stay sustainable.



## Swichi DIY Toolkit



The Swichi DIY Toolkit is a set of tools aiming to help small-medium media houses adopt digital transformation for revenue creation by strategizing to use digital tools and rethinking business models.

The toolkit has four main tools; the Challenge Definition Tool, the Media Digital Transformation and Business Remodeling Tool, Solution Canva, and Use Case Tool. The challenge definition and business remodeling and digital transformation tools are used together to define challenges, strategize on digital transformation, and rethink business models. The solution canvas combines both elements of identifying challenges and rethinking business models so media houses can use it in place of the two individual tools; Challenge Definition and Media House Digital Transformation and Business Modeling (MHDB).

The Swichi DIY Toolkit is a tool inspired By Prof. Marc Peter's Digital Transformation Canvas to help organizations rethink and strategize for digital transformation. The tools were developed in collaboration with media houses from Tanzania, Kenya, and Uganda who participated in co-creation and validation processes.

The next chapter provides a guide on which tools to use according to your needs. Each tool has best practice advice. Also, the challenge definition and digital transformation tools feature feedback from media houses that have used them during the development phases.

MADE POSSIBLE BY



I want to map out my challenges,  
brainstorm solutions, and develop a  
clear strategy to adopt digital  
transformation and create more  
revenue for my media house



**SOLUTION CANVAS**

# Solution Canvas

## ABOUT THE TOOL

The Swichi Solution Canvas is a DIY Tool that combines challenge definition and rethinking business while going through digital transformation. The tool enables you to move from challenge to digital solution by focusing on three key steps: defining the problems hindering successful digital transformation of your media house, creating digital solutions that solve those challenges, and strategizing on how you can generate revenue through the new digital tools you're embracing.

The tool is more successful when used by a team and is designed to keep the team focused on the key issues critical to the successful digital transformation and increased revenue for your media house. It presents critical areas to focus on, allowing you to examine each area from different perspectives that enable you to see the challenges from a wider angle, brainstorm solutions, and decide the best way forward, making the activity highly efficient.

**WHO CAN USE IT:** Media houses, Media Consultants,

## HOW DO I USE IT?

Go over the questions on the Solution Canvas in small groups moving from challenge to solution under each area while exchanging ideas and writing down your answers. Later, come back to the bigger group and discuss the issues you each identified starting with the challenges and moving onto to the solutions. The main point is to discuss, compare, and record different perspectives on the problems you identified and brainstorm the solutions you've come up with. Review the notes as a team to ensure you're all on the same page and are making the same assumptions in your answers. Decide the best solutions under each area and write those down as the way forward.



Use sticky notes so you can move ideas around. After you decide on the best solutions, change those into actionable items and assign someone to each task.

# Swichi Solution Canvas Tool



## The 9 Strategic Areas For Defining Challenges, Rethinking Business Models, and Adopting Digital Transformation in Media Houses.

<p><b>Process</b></p> <p>What challenges are you facing in your ways of working that hinder you from adopting new technologies?          What processes and procedures must you adopt to ensure successful digital transformation and business remodeling of our media house? I.e. What ways of working should you adopt? This includes ways of communicating, scheduling, storing data, and creating and approving content.          What technologies can you adopt to make your processes (ways of working) easier and more efficient?          How will these digital ways of working increase revenue in your media house?</p>	<p><b>Infrastructure</b></p> <p>How are the available infrastructure and tools hindering your efforts toward digital transformation?          What infrastructure do you need to successfully adopt digital ways of working and doing business in your media house?          What digital infrastructure (software, programs, systems) do you need for successful digital transformation and business remodeling of your media house?          How will this new infrastructure assist your organization in revenue generation?</p>	<p><b>Context</b></p> <p>What are the problems hindering your organization's digital transformation within the community you serve? This could include geographical location, culture, attitudes, traditions, norms, and systems.          How can you use technology to navigate the challenges within your context?          How will using the digital tools you've identified above assist to generate revenue for your media house?</p>	<p><b>Strategy</b></p> <p>If you have a strategy, how does it hinder your organization's digital transformation? What objectives should your strategy focus on to embrace digital transformation and new ways of doing business?          What internal policies and regulations should you establish to guide your team on the new ways of working?          What digital tools can you embrace to help you to create and implement your strategy?          How will embracing these digital tools assist you in revenue generation for your media house?</p>
<p><b>People and Culture</b></p> <p>What are management and staff issues hindering the organization's digital transformation?          What internal cultural issues prevent the organization from adopting new digital ways of working? This refers to your organization's work culture.          What human resources will you need to support your digital transformation? What steps should you take to ensure you have the right human resources - What recruitment procedures will give you the right talent for the new ways you are adopting?          How do you ensure the human resource available has updated skills to cope with the digital transformation?          How do you ensure management understands the needs and impact of digital transformation on your media house?          What organizational culture should be established for effective digital transformation and business remodeling of your media house?</p>	<p><b>Stakeholders</b></p> <p>What are audiences/client issues hindering your media house from adopting new technology and digital ways of working?          What are your audience needs/pain points? What are you offering to address audience pain points/needs?          What are your audiences' content-consuming behaviors?          What distribution channels do your target audiences prefer? How can you use these channels to increase reach and offer value to your audiences?          How do your audiences prefer to engage with your media house? What incentives do you have in place to increase their engagement?          How do you differentiate yourself from your competition? - visual and audio signatures, content design, colors, watermarks, logo, etc. I.e. Branding          What technologies can you adopt to improve your content production and distribution processes?          What technologies can you adopt to enhance audience engagement?</p>	<p><b>Data and Analytics</b></p> <p>How do you collect data (information about audiences, clients, the media landscape, content material, etc)?          How do you store data?          What challenges do you face in data collection, analysis, and storage? How do the challenges hinder your efforts to generate revenue?          What technologies/digital tools can you use to improve how you collect, store, and analyze data?          How will these new digital ways of collecting, storing, and analyzing data help your media house to generate revenue?</p>	<p><b>Professionalism and Ethics</b></p> <p>What policies and regulations must we abide by to remain professional and ethical in our digital transformation and revenue diversification journey?          Which digital tools can you adopt to assist you to stay professional and ethical as you transform your ways of working?</p>
		<p><b>Policies and Regulations</b></p> <p>What are the regulatory issues hindering your organization's digital transformation?          How do policies and regulations hinder content production that generates revenue for your media house?          What digital tools can you adopt to navigate the limitations of current policies and regulations?          How will these digital tools increase revenue generation in your media house?</p>	<p><b>Technology Adoption</b></p> <p>How are you going to implement the use of the digital tools you've identified - How will you roll out the use of these new technologies to your team and audiences?</p>