



DIY Toolkit

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



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

Pick the best tool for your needs



I want to understand the roadblocks I'm facing in digital transformation and revenue creation so I can formulate the best way forward



CHALLENGE DEFINITION TOOL



I understand my challenges so I want to develop a clear plan on how to adopt digital transformation and create more revenue for my media house



MEDIA DIGITAL TRANSFORMATION AND BUSINESS MODELING TOOL



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



I want to inspire others by sharing a story about the practical adoption of digital tools in my media house



USE CASE TOOL

I want to understand the roadblocks
I'm facing in digital transformation
and revenue creation so I can
formulate the best way forward



CHALLENGE DEFINITION TOOL

Challenge Definition Tool

ABOUT THE TOOL

Defining your challenges can seem like a simple task because challenges are obstacles you face daily. However, what seems like a problem at first is often a symptom of a more significant issue. The challenge definition tool is designed to help you find the root cause of a problem that your media house is facing in digital transformation and revenue creation.

The tool presents essential areas to focus on, allowing you to examine each area from different perspectives that enable you to see the challenge from a wider angle, making the activity highly efficient.

These areas look outward and inward to give a holistic view of the problems hindering digital transformation and increased revenue generation for your media house. Understanding the challenges will help you strategize and create solutions that work on specific issues, resulting in increased efficiency and improved ways of working.

WHO CAN USE IT: Media houses, Media Consultants,

HOW TO USE IT

Go over the questions on the Challenge Definition Canvas individually or in small groups and identify issues under each area, exchanging ideas and writing down your answers. Later, return to the bigger group and discuss the problems you identified. The main point is to discuss, compare, and record different perspectives on your identified problems. Review the notes as a team to ensure you're all on the same page and are making the same assumptions in your answers.

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 of your media house.



You can reuse this tool each time you want to make a change within your organization to ensure you are solving the correct problems and are making informed strategic decisions.

Swichi Challenge Definition

The 9 Strategic Areas For Defining Challenges Facing Media Houses in Revenue Creation and Adopting Digital Transformation.

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| <p>Process</p> <p>What challenges are you facing in your ways of working that hinder you from adopting new technologies?</p> <p><i>In your day-to-day activities that involve everything from creating content to sharing it with your audience, what challenges do you face that hinder the digital transformation of your media house?</i></p> | <p>Strategy</p> <p>If you have a strategy, how does it hinder your organization's digital transformation?</p> <p><i>This refers to the strategy of your organization. Do you have one? Does it include digital transformation or technology adoption? What other challenges do you face regarding the organization's strategy that hinder your digital transformation efforts?</i></p> | <p>Context</p> <p>What are the problems hindering your organization's digital transformation within the community you serve? This could include geographical location, cultures, attitudes, traditions, norms, and systems.</p> | <p>Infrastructure</p> <p>How are the available infrastructure and tools hindering your efforts toward digital transformation?</p> |
| <p>Culture</p> <p>What internal cultural issues prevent your media house from adopting new digital ways of working? This refers to your organization's work culture.</p> | | | |
| <p>People</p> <p>What are management and staff issues hindering the organization's digital transformation?</p> | <p>Stakeholders</p> <p>What are audiences/client issues hindering your media house from adopting new technology and digital ways of working?</p> | <p>Policies and Regulations</p> <p>What are the regulatory issues hindering your organization's digital transformation?</p> | <p>Revenue Creation</p> <p>What challenges do you face in current ways of revenue generation?</p> <p><i>Also consider: How do policies and regulations hinder content production that generates revenue for your media house? How do systems of data collection and analysis hinder your efforts to generate revenue? How do any of the challenges you've identified in this activity hinder your efforts toward revenue creation?</i></p> |

User Feedback

Swichi Challenge Definition Tool

"The Swichi Challenge Definition tool helped us be aware of the stage we are at in adopting technology and what to do to undergo digital transformation successfully. It has also made us realize that we can use the available facilities to start going digital and have an impact without waiting for equipment and financial support from donors and stakeholders."

Mazingira FM, Bunda, Tanzania.



"This tool has helped us identify crucial areas to work on and assisted us in creating a strategy that is SMART - specific, measurable, actionable, realistic, and time-bound. It has also helped us work better by having clearly defined roles assigned to each staff. Now everyone knows what they have to do to contribute to progress."

Afya Radio, Mwanza, Tanzania.

"The Swichi Challenge Definition Tool has helped us analyze and better understand our internal and external environment and business processes. It has also helped us identify the challenges we are facing and strategize how we can solve them."

Zoe FM, Morogoro, Tanzania

The Swichi Challenge Definition Tool has helped us a lot because we have learned a better way to strategically identify problems and where and how we can best solve them.

Dodoma TV, Dodoma, Tanzania.

"This tool has helped us reflect and identify our challenges, raised awareness among the management regarding implementation problems, and increased our knowledge about the benefits of digital media - we now know digital radios can be more profitable."

Smile FM, Manyara, Tanzania.

I understand my challenges, so I want to develop a clear plan on how to adopt digital transformation and create more revenue for my media house



**MEDIA DIGITAL TRANSFORMATION
AND BUSINESS MODELING TOOL**

Media Digital Transformation and Business Modeling Tool

ABOUT THE TOOL

Digital transformation is more than just using technology to improve your business processes, it is also about how you engage your audiences and increase the value you offer them. Successful digital transformation is audience-oriented, it begins and ends with transforming how you think of audiences and how you engage them.

Rethinking your business model through a digital transformation lens means reimagining how you do business and engaging audiences using digital technology. Therefore, this tool is about creating a audience-centered digital transformation and business modeling strategy, to boost revenue creation in your media house.

WHO CAN USE IT: Media houses, Media Consultants,

HOW TO USE IT

Go over the questions on the Media Digital Transformation and Business Modeling Canvas in small groups, brainstorm solutions, exchange ideas, and write down your answers. Later, come back to the bigger group and discuss your identified solutions. The main point is to discuss, compare, and record different perspectives on your ideas. 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 Digital Transformation and Business Remodeling Tool

The 9 Strategic Areas For Digital Transformation and Business Remodeling of Media Houses.

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| <p>audience Understanding and Engagement</p> <p>What are your audience needs/pain points? What are your audiences' content-consuming behaviors? How do your audiences prefer to engage with your media house? What incentives do you have in place to increase their engagement? What technologies can you adopt to enhance audience engagement?</p> | <p>People and Culture</p> <p>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>Professionalism and Ethics</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>Digital Infrastructure</p> <p>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?</p> |
| <p>Content and Branding</p> <p>What are you offering to address audience pain points/needs? 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 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?</p> <p>Consider: Do you understand your audiences' content needs? Is your content audience-centered? - did you design it around the audience's needs? How and when do you deliver content? - are these the best times, formats, and platforms? How do you measure content performance?</p> | <p>Process Framework</p> <p>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 should we adopt to make our processes(ways of working) easier and more efficient?</p> | <p>Technology Adoption</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> <p>Strategy</p> <p>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?</p> | <p>Digital Business Development</p> <p>How can you use the new technologies and digital tools you've identified to generate revenue? How can you use data and analytics to generate revenue for your media house? What other digital sources can you use to generate more income? How will you use them?</p> |

User Feedback

Swichi Media Digital Transformation and Business Modeling Tool

This tool had helped us significantly by increasing ease of access to new audiences and listeners through online platforms compared to when digital transformation was not a major priority.

Smile FM, Manyara, Tanzania

This tool has helped us successfully start an online radio, create a social media presence, and enter new digital markets - we now have clients for digital marketing.

Mpanda Radio FM, Katavi, Tanzania.



We think the future is bright, we can now see the potential and benefits of social media. We already have a few digital marketing clients.

Mbeya Yetu TV, Mbeya, Tanzania

This tool has helped us change our systems and adopt more digital processes, including online planning and scheduling of events which is saving us a lot of time and keeps everyone accountable.

Huheso FM, Kahama, Tanzania

This tool gave us the idea to start an online TV to share content in a different format as the radio as part of embracing new technologies, we now have a broader reach with the new digital audience.

Mazingira FM, Bunda, Tanzania

It has changed our outlook regarding business, we've now started exploring the new digital market and we already see the revenue creation possibilities, we got a digital marketing client who runs their ads with our online platforms. We've also started an online blog that's growing at a high rate and has the potential to increase our revenue.

Afya Radio, Mwanza, Tanzania

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.



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

I want to inspire others by sharing a story about the practical adoption of digital tools in my media house



USE CASE TOOL

Use Case Tool

ABOUT THE TOOL

The SWICHI Use Case Tool helps you shape use cases and practical scenarios on how your media house is adopting digital transformation for business modeling. It asks six critical questions; the who, the when, the how, the why, the what, and the impact summed up in four prompts.

Creating a narrative around your digital transformation and revenue diversification journey helps you reflect on the activity and inspires others to take the steps to transform their organizations. Case stories capture best practices that act as lessons to both you and others who want to embark on the same journey.

HOW TO USE IT

Using the guide as prompts, tell us your story about the impact of digital tools for revenue generation and digital transformation of your media house.

WHO CAN USE IT: Media houses, Media Stakeholders.

Swichi Use Case Tool

The 5 Strategic Areas For Capturing Use Cases and Practical Adoption of Digital Tools in Media Houses.

| | | | |
|--|---|--|---|
| Challenge What challenge were you trying to solve? | Tools Which tool(s) did you use? | Impact What is the outcome for digital transformation and revenue creation for your media house? | Additional Information Tell us more about your story or leave tips and recommendations. |
| | Method How did you use the tool(s)? | | |

