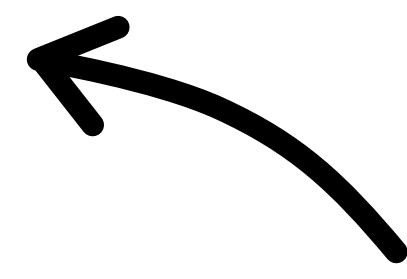
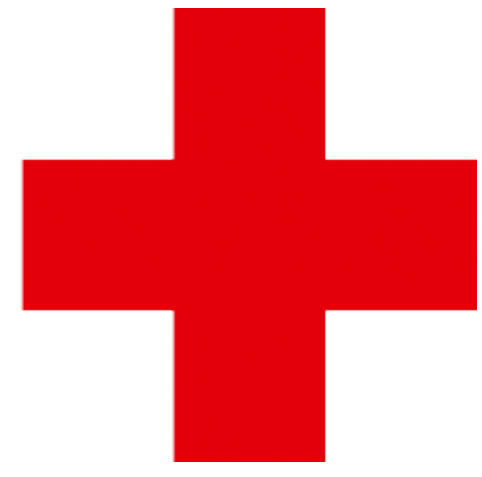


“Digital transformation opens the door to a reflection on processes and to a change of mindset.”

Swiss Red Cross



Thomas Iuboden

Head of Section Web Office



*It takes courage and decisions beyond the conventional.*

## The story I want to share

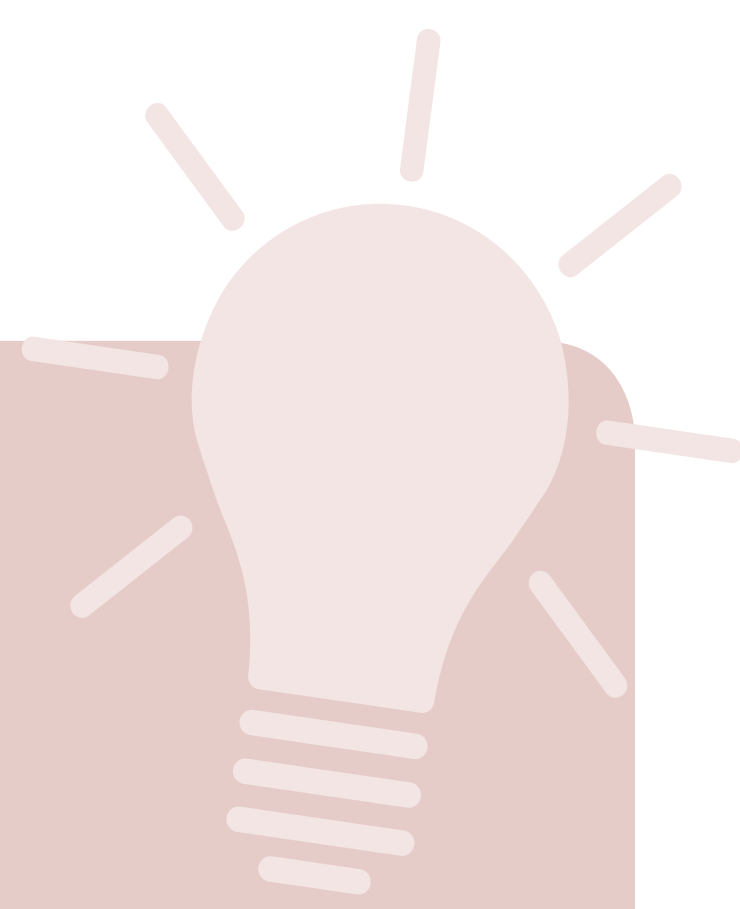


The Swiss Red Cross identified a **need to modernise** data management, increase transparency and raise digital marketing products to today's standards in order **to attract young people**. A chief digital officer was hired to tackle these challenges. We have implemented new working processes (design thinking) and tested various prototypes.

As a result, the Web Office of the Swiss Red Cross now works with an **agile approach**. Employees from other departments have been inspired and started working with the design thinking mindset.

The role of the chief digital officer has become very important, but has yet to be recognized at all levels for various reasons, such as **lack of resources** and allies.

## Lessons learnt



1. **Leadership is key** – the leader has to raise awareness of the need for change and live it. If too many leaders are involved with different opinions and values, change does not happen.
2. **It takes more than just hiring a chief digital officer;** a dialogue is also required.
3. **Soft skills are needed before hardware.** Digital transformation should focus on humans first of all. The introduction of expensive software is often at the centre, but if the staff does not identify with change, the investment makes no sense.

## Why design thinking?



We work in an agile environment and with design thinking so we are as close to the target group as possible. At the beginning, you have to identify the purpose. Why do you want to do something different or new? Then you enter an iterative process to create a human-centred product for your target group.