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Digital transformation of government organisations

Moderated by **Karl Musschoot**, Programme manager for Digitisation in the Flemish Government, the keynote speech by **Dado Van Peteghem**, Managing Partner of Dear Media and author of "Digital Transformation", on "Digital transformation of government organisations" focused on the importance of digital transformation of government organisations, how to do it and why it is so crucial.

The so-called Millennial Generation lives in an era where technology, digitalisation and international connection are all part of our daily lives. However, this transformation does not only involve individuals but also and most importantly government organisations. How can digital transformation be implemented? What must be kept in mind?

During the session, **Dado Van Peteghem** reiterated that stopping looking for ideas, and starting looking for problems and solutions is a key aspect of digital transformation. Both bitcoin and google glasses are an excellent example of how smart ideas could be an easy failure. The UBER app is a brilliant idea, as it directly addresses a problem (taxis are too expensive, not flexible, lack of card payment, etc.) and solves it. This is the key to success: solve people's problems!

The lecture examined the steps involved in digital transformation, with particular emphasis on the importance of having digital experts in the team. As **Dado Van Peteghem** pointed out, only investments in digital skills allow companies to compete within the market.

The digital transformation is important for government organisations because of competition: countries compete and Europe has to be one of the leaders. **Dado Van Peteghem** quoted a few remarkable examples of countries that are investing in the digital sector:

- The US President Barak Obama is recruiting skills to reboot the government's way of working
- A key objective of the French government is to digitalise its future;
- Germany has put in place a digital agenda for companies;

Dado Van Peteghem said that the best results had been achieved by the UK government, which is a great example of how digitalisation helps save money and attracts talents. All the other countries need to start thinking about this shift towards a more digitalised structure and tackle this great opportunity. He concluded his speech with a key message: Digital leadership is the future!