

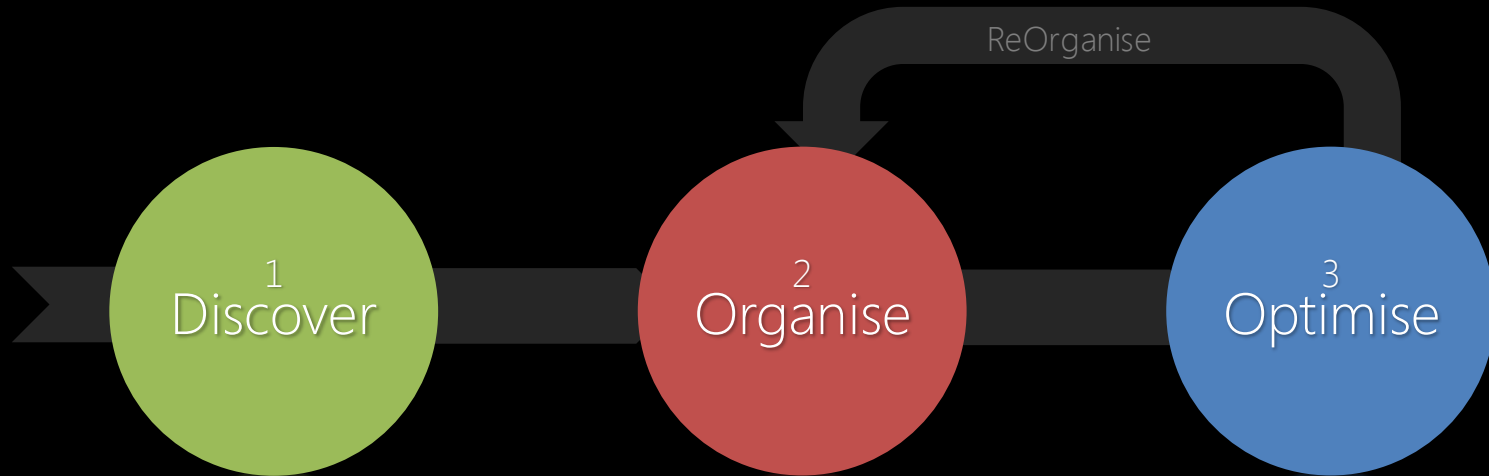
Web Governance Roadmap

The value of Web Governance is that it can deliver a minimum level of quality for operations & online experience. Get it right and you'll have happy users & happy staff.

But no online management system ever emerges fully formed. Development, evolution & sometimes revolution are all features of a maturing Web Team.

Having worked with dozens of organisations, I now conceptualise progress in Web Governance as a journey made up of 3 phases.

Use the Web Governance Roadmap described here to work out the distance you have covered on this journey ... and what remains to be done.



An organisation with online management issues discovers & learns about Web Governance concepts.

After some time, it decides to 'get serious' about governance & begins to invest in people, tools, etc.

Once a stable system is in place, the focus shifts to optimising governance in pursuit of better web RoI.

Parts of the journey may be repeated as new challenges emerge, e.g. a corporate merger, a new strategy, etc.



Henry

"I have lots of quality issues & my web team is in revolt!"

"I need to find out more about web governance – but don't know how!"



Nancy

"My CEO is finally on-board with web governance. "

"I need to set it up & ensure we are well kitted out – but don't know where to start!"



Barbara

"My governance is good but I am sure I can do better. "

"I need to optimise it further for even better RoI – but don't know what to do!"

Henry Wilson, 31
Web & Digital Coordinator, University of Waterford, MA

Henry has been working on web for Waterford University for 6 years & has never been under such pressure. In short, the pace of web growth is far outstripping his ability to manage it, e.g.

- His staff are irritated by roles & responsibilities that have not been updated in several years.
- They under constant pressure due to unreasonable demands from faculty for continual web changes.
- All this has led to the quality of online taking a hit with more & more broken links and other issues arising.

Recently Henry has started to search for help & *Google* terms like "web quality" & "web teams".

Last week, he came across "Web Governance" for the first time. On first reading he was intrigued. Now he wants to know more.

What Henry wants...

- A clear introduction to Web Governance concepts.
- An understanding of how it can address quality & team issues.
- A way to get started - & someone to talk to.

Phase 1 Discover



*I have lots of quality issues
& my web team is in revolt!*

*I need to find out more
about web governance – but
don't know how!*

Nancy Qing, 43
Online Manager, Adare Clinic Group, Maine



The first thing Nancy did after joining Adare in late 2012 was commission a review of online strategy.

Her subsequent presentation to the CEO was unequivocal - without new investment, Adare would continue to fall behind online.

After some debate the board signed off on a 3-year budget that includes provision for an expanded web team, new technology & better systems – but now Nancy has a problem.

She knows she needs better Web Governance, but is not confident about designing a new system herself. She feels she doesn't have the experience needed & besides she is already very busy managing day-to-day activity.

Nancy knows she needs to get started on this soon – but is not sure who to turn to.

What Nancy wants...

- Recommendations for Web Governance that is right for her.
- Advice for choosing where to spend her budget, incl tools.
- Help with implementing the new system, incl. roles, teams, etc.

My CEO is now on-board with web governance. I need to set it up & ensure we are well kitted out – but don't know where to start!



Barbara Wilmington, 33
Head of Online Services, City of San Jaime Government

2013 has been a good year for Barbara. Her web team won a prestigious award for innovation in online services & has been widely praised for its approach to technology – but it is not all sweetness & light.

Last week Barbara learned her web budget for 2014-2015 is to be cut by 10%. But that's not her real problem.

A strong political commitment to developing web services remains in place, which means that all her original goals must still be met. In short, she must deliver the same level of quality with less resources.

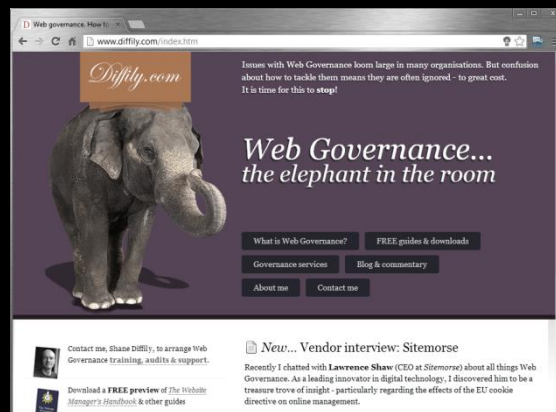
Barbara knows this will be a difficult circle to square. Her team are already working so hard she is not sure there is anymore to give. She needs help to uncover opportunities for more savings – but is not sure where to start.

What Barbara wants...

- Innovative ideas to show where to get more bang for buck.
- Suggestions about helpful governance tools & technologies.
- Help with managing change control issues, should any arise.



My governance is good but I am sure I can do better. I need to optimise it further for even better RoI – but don't know what to do!



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