



# The Follower

*“We do not jump on it straight away, we sit back and make sure the right decision is made which can cause us to miss opportunities”*

## Business



### Business mindset



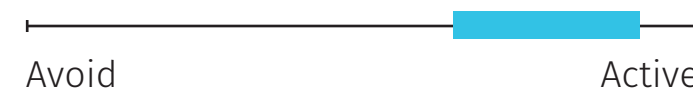
### Digital planning



## Community



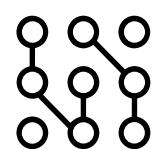
### Engagement with external experts



### Diffusion of knowledge



## Digital Technology



### Diffusion of technology



### Digital investment



## Business

### Priorities & Goals

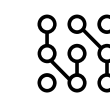
- We are comfortable in working and diversifying within our area of business but are open to try new things if we consider them worthwhile.
- Having a sustainable business that can be passed on to the next generation is important for us.
- Environmental sustainability is important for our business model but more support from local government and customers would be helpful.
- We think the data we have is sufficient for our business but there might be useful data that we don't know about.



## Community

### Diffusion & Sharing

- We openly communicate and share information in our business including our business goals.
- If needed we actively seek advice and support from external sources.
- We utilise our networks to keep up with trends and new research.
- Networking, R&D and collaboration is encouraged in our community.



## Digital Technology

### Priorities & Attitudes

- We consider digital when replacing technology/ machinery and usually once we have it we wonder how we ever did without.
- We can see a chance for small scale improvement to our systems or customer experience.
- We understand that digital investments are becoming more important for competitive advantage and profitability as well as the improvement of the people/ systems/processes/customer experience.

### Motivation & Barriers

- We are willing to adopt tried and true digital solutions that will deliver value to our business.
- We trust the recommendations of trusted advisors.
- We might need to bring people into our workforce with the right digital skills.
- We are concerned that digital solutions will complicate things.



# The Delayer

*“Business was easier when my parents owned the company. Your word was your word and things got done.”*

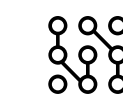


## Business

### Priorities & Goals

- We prefer to work within the boundaries of what we know rather than exploring the unknown.
- Having a sustainable business that can be passed on to the next generation is important for us.
- Environmental sustainability is not part of our business model.
- We have data sufficient for our business and we use it in a way that works for us.
- We focus on personal relationships and word of mouth referral with our existing customer base.

- We don't need input from anybody outside the business, unless we really have a problem.
- Lack of R&D is hampering innovation.



## Digital Technology

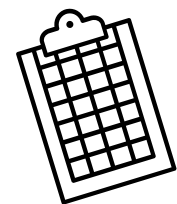
### Priorities & Attitudes

- We avoid digital solutions because they are going to complicate things.
- We feel that digital solutions may detract from the personal, human connection which is where we believe value to our customers lie.
- We are usually task-level focussed and may not consider digital technology as part of an overall strategy.

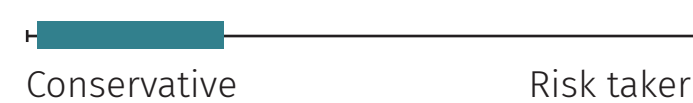
### Motivation & Barriers

- We only invest in new technology if the risk to our business is low and we can be sure that it will deliver value for what we're investing.
- We are hesitant because we don't perceive there is the right solution on the market.
- We might use digital to solve a specific problem. It's only when we are forced into it and it makes sense.
- We become solutions focused. If we don't have the skills we will delegate to fix the problem and get the job done.

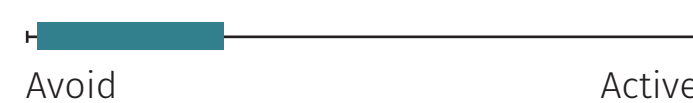
## Business



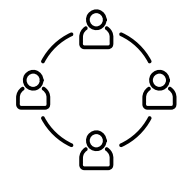
### Business mindset



### Digital planning



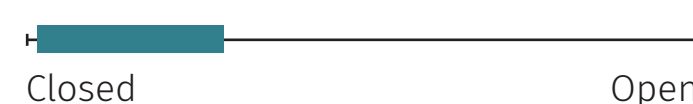
## Community



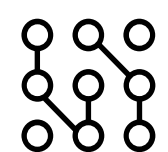
### Engagement with external experts



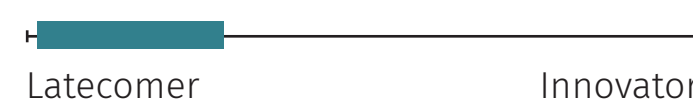
### Diffusion of knowledge



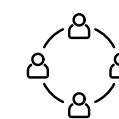
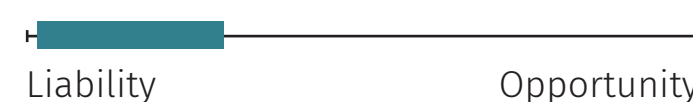
## Digital Technology



### Diffusion of technology



### Digital investment



## Community

### Diffusion & Sharing

- Our business plan and strategic goals are only shared amongst the business owners.
- Communication between management and workforce is limited.
- Local networks and research are sufficient for us.
- Direct (perceived & real) competition in the same market is hampering collaboration and business networking in regards to technology and information sharing.





# The Initiator

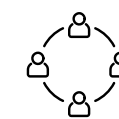
“Everything we do today is for a sustainable growth set for our company.”



## Business

### Priorities & Goals

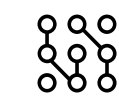
- We are open to try new things within our model of business sustainability.
- We diversify and explore new business opportunities.
- Environmental sustainability is important for our business model.
- We have data sufficient for our business and we use it in a way that works for us but we always look for ways to utilise it better.
- We apply research from a wide range of sources.
- We know our brand is important and if possible spend time and money to promote it.



## Community

### Diffusion & Sharing

- We openly communicate and share information in our business including our business goals.
- We actively and continuously seek advice and support from external sources.
- We utilise local and global networks to keep up with developments and new research.
- Networking, R&D and collaboration is encouraged in our community.



## Digital Technology

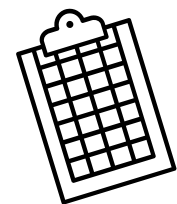
### Priorities & Attitudes

- We actively look for digital solutions on the market and make them part of our future planning.
- We know how to create a safe environment for trialling new innovations.
- We understand that digital investments are essential for competitive advantage and profitability as well as the improvement of the people/systems/processes/customer experience.

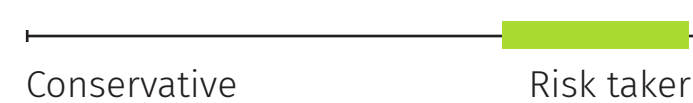
### Motivation & Barriers

- We constantly look for new opportunities to improve our business.
- We are hesitant because we don't perceive there is the right solution on the market.
- We see digital marketing as an opportunity for us.
- We trust the recommendations of trusted advisors.
- We might need to bring people into our workforce with the right digital skills.
- We know it might take a bigger investment in time/money/risk to implement digital technology.

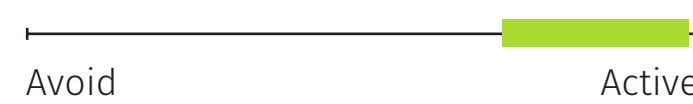
## Business



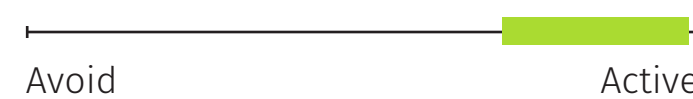
### Business mindset



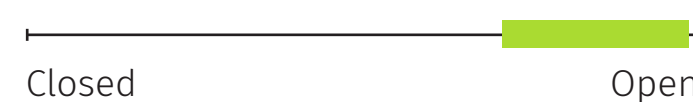
### Digital planning



### Engagement with external experts



### Diffusion of knowledge



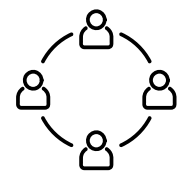
### Diffusion of technology



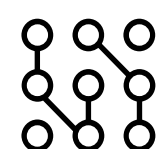
### Digital investment



## Community



## Digital Technology







# The Sceptic

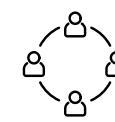
*“The less people know about how you do your marketing the better off you are.”*



## Business

### Priorities & Goals

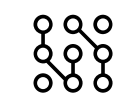
- We are comfortable in working and diversifying within our area of business but are open to try new things within our model of business sustainability.
- We think the data we have is sufficient for our business.
- We know our brand is important and if possible spend time and money to promote it.



## Community

### Diffusion & Sharing

- We openly communicate and share information in our business including our business goals.
- We are very cautious about with whom we are share our knowledge and collaborate with outside of our business.
- We utilise local networks to keep up with developments and new research.
- Direct (perceived & real) competition in the same market is hampering collaboration and business networking in regards to technology and information sharing.
- Lack of R&D is hampering innovation.
- We know what we are doing but if needed we will approach external experts.



## Digital Technology

### Priorities & Attitudes

- We consider digital when replacing technology/ machinery and usually once we have it we wonder how we ever did without.
- We avoid digital solutions because they are going to complicate things.
- We might use digital to solve a specific problem. It's only when we are forced into it and it makes sense.

### Motivation & Barriers

- We are hesitant because we don't perceive there is the right solution on the market.
- We only invest in new technology if the risk to our business is low and we can be sure that it will deliver value for what we're investing.
- We are hesitant because we don't perceive there is the right solution on the market.
- We become solutions focused. If we don't have the skills we will delegate to fix the problem and get the job done.
- We are usually task-level focussed and may not consider digital technology as part of an overall strategy.

## Business



### Business mindset



### Digital planning



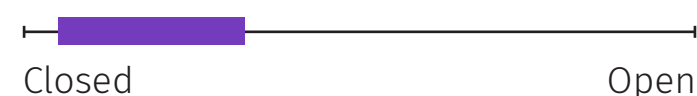
## Community



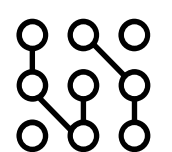
### Engagement with external experts



### Diffusion of knowledge



## Digital Technology



### Diffusion of technology



### Digital investment

