

Beta phase (Pilot programme testing phase)

In the Beta phase, we produced **a working pilot programme prototype that could be applied to and tested in a real environment with the target audiences.**

Business advisors told us that they needed support that would enable them to have informed client conversations about digital as well as to run successful and effective local events that would lead to behaviour and mindset change amongst SMEs and business advisors. The type of support they were looking for was:

- **Access to digital content:** International trends and how they apply to the New Zealand context; data and facts to benchmark their clients' business
- **Professional networks:** Connections and access to experts with the right digital knowledge
- **Event support:** Support participants to take the right action after attending an event, e.g. a talk about improving their productivity with digital uptake; better designed events to support more detailed learning and increased uptake of digital.

We tested the pilot programme by approaching stakeholders (people and organisations) within the three target industry sectors and inviting them to participate in the Beta phase.

The aim of the Beta phase was to assess the needs of the target audiences, and evaluate the value of the pilot programme in order to make informed decisions about the development and iteration of any future interventions to support digital increased capability.



Building blocks of the pilot programme concept