UNIT 1.2 Introduction to Digital Strategy

LEARNING OBJECTIVES

- Write a school-specific vision statement that names the learner, the action, and the timeframe — answering: What will a student who is currently struggling be able to do differently in three years?
- Identify one vague digital statement currently used in their school and rewrite it as a specific, actionable vision.
- Explain to a sceptical parent in two sentences why their digital plan is different from the last one that failed.

Introduction to Digital Strategy

Digital strategy is not about technology.
It is about **transforming learning** and school improvement.

SELF-REFLECTION

Think of a digital product you used recently that felt confused or directionless.

What was missing — the technology, or a **clear plan** connecting technology to a **real outcome**?

QUESTION FOR DISCUSSION

Share one example of a school, company, or organisation whose digital strategy you admire.

What specific change did their strategy produce in **real behaviour** or **outcomes**?

A DIGITAL STRATEGY ANSWERS ONE BIG QUESTION:

FOR OUR LEARNERS → WHAT WILL BE DIFFERENT → IN THREE YEARS → BECAUSE OF HOW WE USE DIGITAL TOOLS?

It is a leadership decision about how digital tools will serve **specific learning and school goals.**

STRATEGY IS NOT A WISHLIST

TECHNOLOGY WISHLIST

Focuses on inputs and activities



More technology ≠ Better learning

VS

DIGITAL STRATEGY

Focuses on learner and teacher outcomes



Better strategy = Better outcomes

GOOD STRATEGY: Says **NO** to 90% of good ideas so you can say **YES** to what truly matters.

Better strategy.
Better learning.
Better future.

A. Two Kinds of Digital Strategy

GOOD STRATEGY
Says **NO** to 90% of good ideas.

FEATURE	VAGUE DIGITAL STRATEGY	SPECIFIC & ACTIONABLE DIGITAL STRATEGY
Language	Abstract, aspirational	Concrete, measurable
Timeframe	Open-ended	Fixed — 3 years, one term, by this Friday
Focus	Inputs and activities	Changes in learner or teacher behaviour
Test	Anyone can agree	Forces a choice — and rules something out

SELF-REFLECTION

Recall a time you were given a **vague directive** (make it better, improve performance). What happened next? How much time was wasted clarifying what **'better'** meant?

CLARITY CREATES ALIGNMENT
A clear strategy saves time, energy and resources.

FOCUS ON OUTCOMES
What will learners and teachers be able to do?

MAKE TRADE-OFFS
A good strategy says NO.

TEST AND REFINE
Measure, learn, then adjust.

Why a Good Strategy Says No

IT SAVES TIME.
No more guessing what to prioritise.

IT ALIGNS PEOPLE.
Teachers, students, and parents stop pulling in different directions.

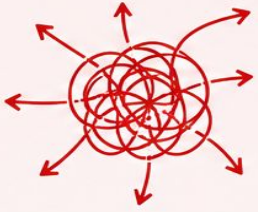
IT MAKES TRADE-OFFS OBVIOUS.
A good strategy says no to 90% of good ideas.

KEY PRINCIPLE

**"A good strategy says no to 90% of good ideas.
If yours says yes to everything, it is not a strategy — it is a wish list."**

WISH LIST (SAYS YES TO EVERYTHING)

- ✗ More devices
- ✗ More software
- ✗ More platforms
- ✗ More training
- ✗ More initiatives



- Wasted time
- Confused team
- Scattered effort
- Poor outcomes

VS

GOOD STRATEGY (SAYS NO WITH INTENT)

- ✓ Clear priorities
- ✓ Focused resources
- ✓ Aligned effort
- ✓ Better decisions
- ✓ Stronger outcomes



- Clarity
- Alignment
- Focus
- Results

FOCUS > ALIGN > CHOOSE > EXCEL

Good leaders choose what matters most.
Great leaders say **NO** to the rest.

One shared direction.
One powerful team.

From Vision to Strategy — The Larteh Example

SCENARIO

The Larteh head-teacher invited district ICT coordinators, **three teachers**, **two PTA members**, and **six students** into a half-day workshop.

She gave them one question:

> **"What would a good digital school actually look like for our children — here in Larteh, not in a textbook?"**

They argued.

They laughed.

They drew pictures.

They produced a vision that was theirs.

- Not borrowed from another school.
- Not written for a report.
- When the donor asked why the school had not accepted their standard laptop package, she said:

> **"Because it does not match our vision."**

The donor funded a **different package** that did.



THE VISION THEY CREATED TOGETHER

- Every learner confident in using digital tools
- Teachers using digital to make teaching more effective
- Better learning outcomes in core subjects
- Stronger connection between school, home and community
- Students prepared for real-life opportunities beyond school

SELF-REFLECTION

If a sceptical parent asked you tomorrow:
"What will be visibly different for my child in three years because of your digital plan?"

Could you answer in one sentence without using the word **'technology'? If not, you do not yet have a strategy.**

START WITH PEOPLE, not products.

OUR VISION, our context, our children.

STRATEGY FOLLOWS CLARITY, not donor convenience.

WHEN VISION IS CLEAR, partners will align.

Activity 4: 10 Mins

A

"We will leverage ICT to improve outcomes"

vs

B

By December 2027, all JHS 3 students will submit one digital coursework per term created independently.

1. Which would you rather work toward?
2. Which would a teacher trust?

Task:

Write the vague digital statement their school currently uses. Rewrite it using the template: By [date], [who] will be able to [action] [measurable standard].

Activity 5: 20 Mins

1. 10 minutes of silent writing. One question only:
   What will a struggling student in my school be able to do differently in three years because of my digital plan?
   No phones. No consultation.
   Then pair share and push back.

2. Write the first draft of your vision statement. Test it:
   (1) names a real learner context,
   (2) describes an action,
   (3) achievable in 3 years,
   (4) would rule out at least two technology purchases that don't serve it.
   This starts Digital School Strategy Section 1.

Activity 6:
10 Mins

Let do some role play
You would read you vision as if to a sceptical parent.

One person plays the parent and asks:
How is this different from the last digital plan that failed?

The participant MUST answer in two sentences without using the word 'technology.'

Refine the vision statement. Write the two-sentence response to the sceptical parent.

PART 2 of

Week One Action Plan

Your Deliverable

Prepare a first draft of your **Digital School Vision Statement**.

- **Who?** – The learner
- **What?** – The intended change
- **Standard?** – The expected outcome
- **When?** – The timeframe

Section 1 of Your Digital School Strategy



Your School Action This Week

- Share your vision with **one trusted teacher or parent**.
- Ask:
  - *Does this feel realistic for our school?*
  - *What would need to happen for this vision to become reality?*
- Record their feedback.
- **Do not revise your vision yet.**
- Bring the feedback to your mentor session.



"Strong school leaders **test ideas with stakeholders** before refining them."

Example of Digital Strategy

