

**Marketing Communications Formal
team meeting
July 1st 2008**

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Task Based Approach



Scottish Enterprise

Agenda

- Task-Based Approach – What is it
- Customer Roles
- Customer Tasks
- How does it actually work
- How will it evolve
- When will it evolve
- Task Management Framework
- Questions

Task-Based Approach – What is it

- An approach that concentrates on Customer Tasks that match with SE Deliverables
- Puts Customers at the centre of everything
- Measurable
- Scientific

Task-Based Approach – What is it(2)

- ***“It means changing the rules on how you get anything published onto a site from “it’s part of my project to publish this on the web” to “I need to publish this because it makes it easier for customers to achieve their tasks” (Gerry McGovern, SE workshop, Apr 2007)***
- **The business case test for getting anything published on SE.com:**

	Connection to measures of success of Scottish Enterprise
	Connection to Customer
	Connection to Task

- E.g. help 2,000 Scottish businesses during 08/09
- Customer = Scottish growing businesses
- Task = “I want to know how SE can help my business grow”

Customer Roles (x12)

- Scottish Growing Businesses
- Scottish Start-ups
- Scottish Businesses
- Banks, Investors & Venture Capitalists
- Foreign Investors
- Individuals
- Industry Groups
- Academics & Researchers
- Media
- SE Stakeholders & Partners
- Scottish Government
- Intermediaries & Business Advisers

Customer Roles



Customer Tasks (201)

- **About Us** – 18 tasks
 - **Start your Business** – 1 task
 - **Grow Your Business** – 17 tasks
 - **Your Sector** – 156 tasks*
 - **Investment** – 8 tasks
 - **News and events** – 1 task
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- * Note that the 13 priority industries each have the same 12 tasks associated with them ($13 * 12 = 156$)

Customer Tasks

Our customers' most important tasks
(to scale)



I want to find out what support SE can offer and what advice is available

I want to know what initiatives SE is taking to support <my industry>

I want to find contact details for investment companies who are likely to be interested in investing in my business

I want to find funding and grants for <my industry>

I want to know what funding and grants are available for my business

I want to find background information and research about <my industry>

I want to find networking opportunities with other businesses and organisations in <my industry>

I want to find business opportunities in Scotland

I want to know how to apply for funding

I want to find new investment opportunities

I want to know if there are any grants available to help my business innovate

I want to know what kind of work SE does and the types of companies it works with

I want to go to a workshop or other event to learn more about innovation

I want to know how to make my business more innovative

I want to find economic facts, evaluation & research

I want help to export my goods / services

I want to find the best country to do business in for my industry

I want to start a business

I want to know if I'm eligible for funding

I want to find contact details to speak to someone at SE for advice

I want to know what sort of funds SE and its partners have made up to now

I want to help up to date with the latest thinking on innovation

I want to find contact / transfer opportunities for my business

I want to find partners and investors with expertise and experience in the <my industry>

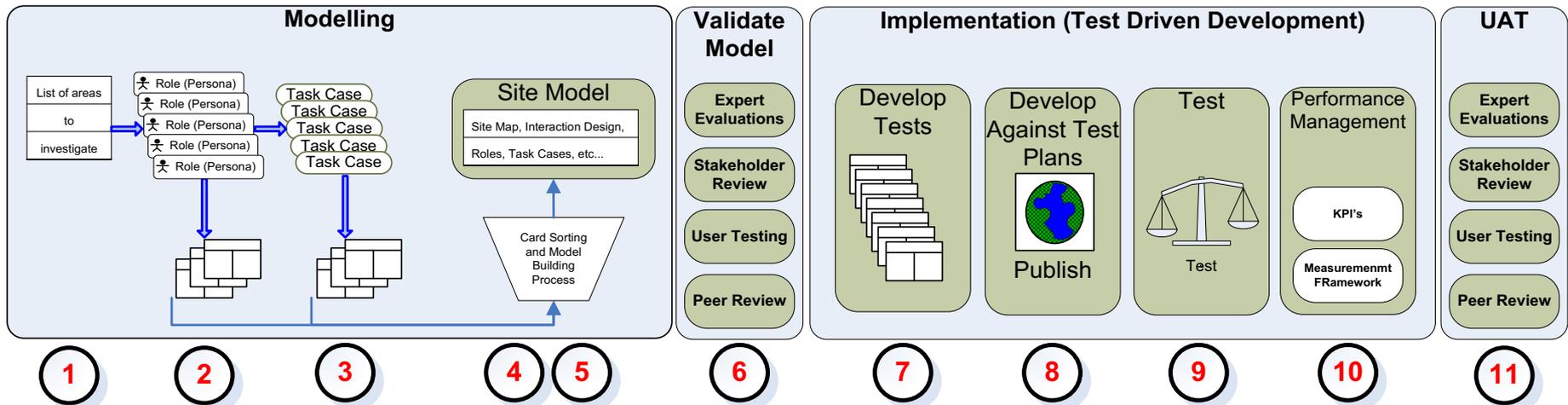
I want to know who in SE to contact about my industry

I want to do business in other countries

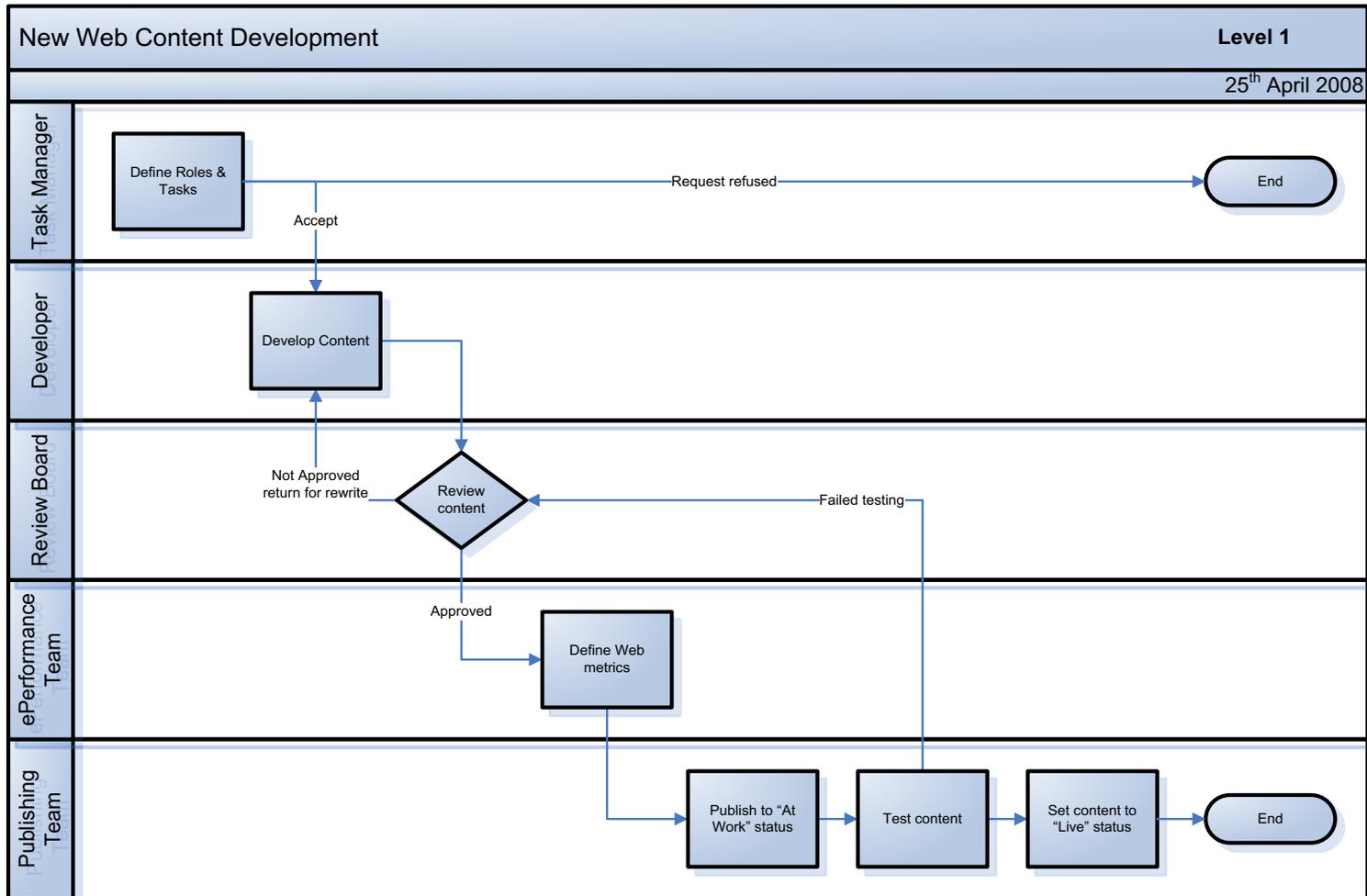
I want to know who in SE to contact about reporting / reporting

I want to keep up to date with developments in reporting / reporting

How does it actually work



How does it actually work



How will it Evolve

● Phase 1

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- Roles and Tasks
 - Scottish-Enterprise.com
 - Reporting

● Phase 2

- Personas and Customer Intelligence
- Web Analytics
- Tighter focus on Business Cases
- Task management & Task Reviews

● Phase 3

- Economic Impact
- Financial Benefit
- ...

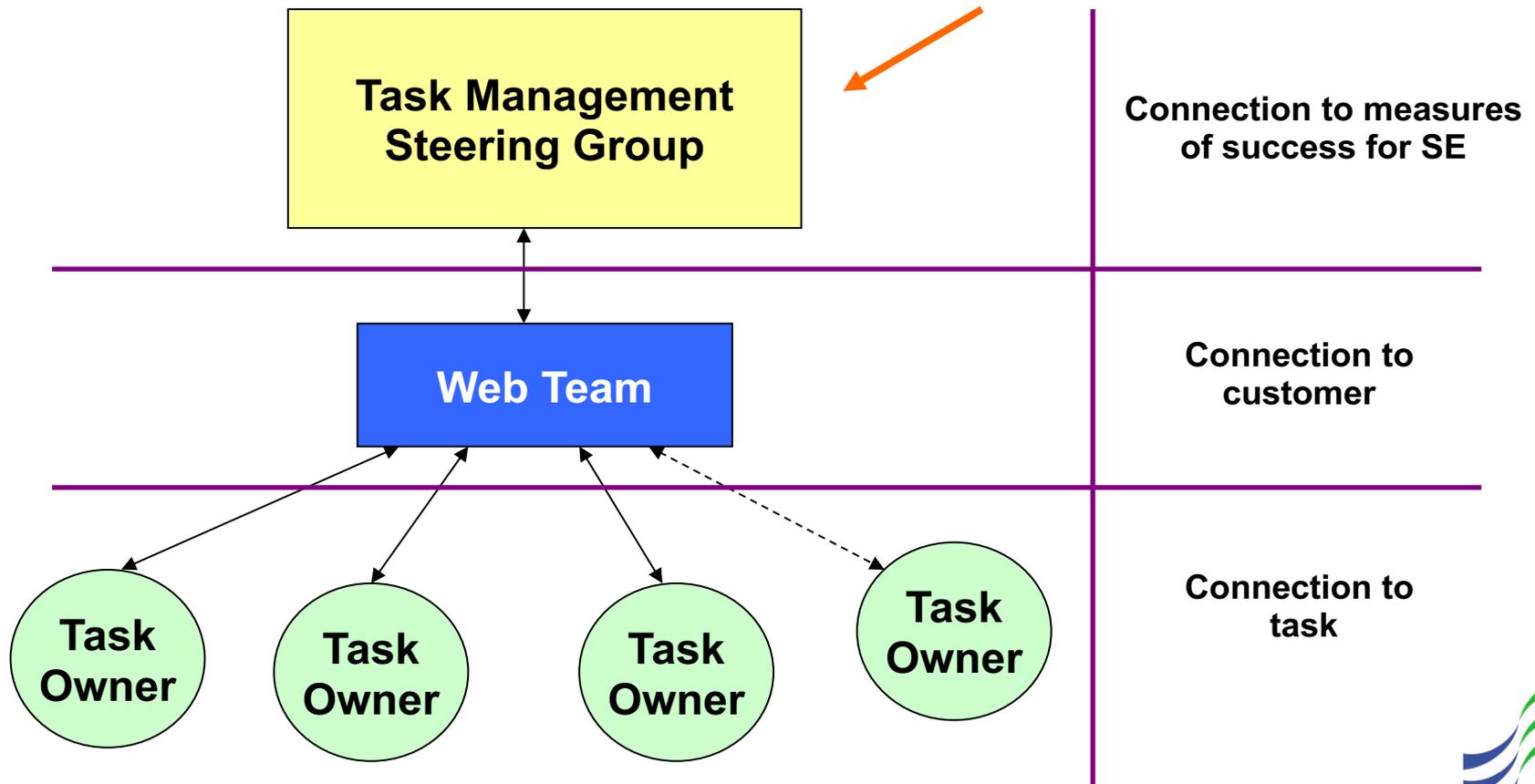
When will it Evolve

	2008											
	Q1			Q2			Q3			Q4		
Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Phase 1												
SE.COM Relaunch												
Phase 2												
Personas and Customer Intelligence												
Web Analytics												
Tighter focus on business case												
Task Management												

Task Management Framework

Key activities:

- meet quarterly
- set task strategy
- task targets
- task performance / reporting
- ensure web team have authority



Any questions?



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Industry Tasks (12)

- I want to find funding and grants for **<my sector>** businesses
- I want to find partners and investors with expertise and experience in **<my sector>**
- I want to know what initiatives SE is taking to support **<my sector>**
- I want to find background information and research about the **<my sector>**
- I want to know what SE's strategy is for **<my sector>**
- I want to find networking opportunities with other businesses and organisations in **<my sector>**
- I want to know who in SE to contact about the **<my sector>**
- I want to keep up to date with developments in the **<my sector>**
- I want to find details of Scottish companies operating in **<my sector>**
- I want to know what laws and regulation are particularly important for **<my sector>** companies
- I want to influence SE's policy for the **<my sector>**
- I want to work in **<my sector>**



“About Us” Tasks (18)

- I want to know what kind of work SE does, and the types of companies it works with
- I want to find economic facts, evaluation & research
- I want to find contract / tender opportunities for my business
- I want to find out more about Scottish Enterprise's role
- I want to know more about Scottish Enterprise
- I want to find research material to help me prepare a briefing
- I want to tell SE what I think about them
- I want to know how to make this website easier to use
- I want to know how SE will treat my personal information
- I want to know the terms and conditions of use for this site
- I want to know if I can re-use some of the content on this website
- I want to know if the information I'm looking for has already been published or if I need to submit a Freedom of Information request to get it
- I want to know what SE's policy is on equality
- I want to know what standards SE has for its dealings with its customers
- I want to know what projects SE has approved and how much money they are spending on them
- I want to know what State Aid Notified Schemes are happening
- I want to work for SE
- I want to know what decisions have been made by SE's Board

“Grow Your Business” Tasks (17)

- I want to find out what support SE can offer and what advice is available
- I want to find business opportunities in Scotland
- I want to know if there are any grants available to help my business innovate
- I want to go to a workshop or other event to learn more about innovation
- I want to know how to make my business more innovative
- I want help to export my goods / services
- I want to find the best country to do business in for my industry
- I want to keep up to date with the latest thinking on innovation
- I want to do business in other countries
- I want to know who in SE to contact about importing / exporting
- I want to keep up to date with developments in importing / exporting
- I want to find potential partners and investors to help my business innovate
- I want to know how to apply for innovation grants to increase my chances of success
- I want to have my say about the innovation support SE offers and shape how they work in the future
- I want help to import goods / services into Scotland
- I want to find out more about my industry in a specific country
- I want to find business opportunities in other countries

Investment Opportunities Tasks (8)

- I want to find contact details for investment companies who are likely to be interested in investing in my business
- I want to know what funding and grants are available for my business
- I want to know how to apply for funding
- I want to find new investment opportunities
- I want to know if I am eligible for funding
- I want to find contact details to speak to someone at SE for advice
- I want to know what sort of deals SE and its partners have made up to now
- I want to keep up to date with new investment opportunities for my business

“News and Events” Task (1)

- I want to keep up-to-date with what SE is doing

“Start a Business” Task (1)

- I want to start a business