

## It's time to rethink digital transformation in the public sector

The past five years in the public sector have been defined – and rocked by – political upheaval. Setting goals and reaching them has become more difficult than ever under these conditions, and the public's waning patience has made the task even greater.

But there is enthusiasm for change, if public sector leaders are able to adjust their focus in line with public priorities. Then, around the choppy waters of Brexit and political discontent, there will be hope that a collective force for good may drive positive change in society.

Few sectors face such an oversized challenge, but there's an appetite for change that public sector leaders must make the most of.

## Top 3 insights

### 1 Despite widespread acknowledgement of radical change, few public sector leaders feel prepared for more disruption

All but a handful (98%) of public sector professionals recognise the change their organisations have undergone over the past five years, and 61% admit they've struggled to adapt to the ones they've experienced. And only around half (52%) of public sector projects have been considered successful over the same period.

And while almost three quarters (72%) of public sector professionals consider the changes they've faced to be positive, a mere 28% of the public say they've seen that positivity reflected in the changes society has experienced.

Worryingly, just 53% believe their organisation has a strategy in place that will help them navigate the radical changes still expected to come. This appears at odds with the two thirds (66%) of public sector workers who feel positive about the changes their organisation is expected to face in the next half-decade.

The picture that emerges is one of discord: an issue that could have an outsize influence further down the line if not addressed soon.

## 2 Public trust in public sector organisations continues to decline

Trust in the public sector has fallen by more than any other industry included in this study. More than half (55%) of public sector professionals feel like the public trusts their organisation less now than it did five years ago. For comparison, the next in line is financial services which sits at 48%.

Just 27% of UK citizens believe public sector organisations are prepared to embrace radical change.

This lack of optimism is shared by nearly half (48%) of public sector professionals – and it's a close tie between

“positive progress” (31%) and “uncertainty” (29%) when the same people are asked to describe how they feel about the changes their organisations face.

Navigating the next five years successfully will depend on organisations' ability to instil confidence in their employees and the public.

In this regard, there's enthusiasm to be harnessed from sustainability efforts (24%), opportunities for financial gain (18%), new skills (17%), and improvements to how public services are delivered (15%).

## 3 Public sector leaders find themselves between the rock and a hard place of public expectation and the reality of being able to satisfy it

Political upheaval (including, but not limited to, Brexit) has had a particular impact on public sector organisations.

As much as 60% of public sector leaders say that their organisations have been negatively impacted by political disruption and uncertainty – more than any other industry.

Nonetheless, there's still strong interest for the public sector to lead in these uncertain times. More than half (54%) of citizens believe the government should take responsibility for regulating the use of personal data, and a third (35%) have security concerns about sharing their personal data.

Even more damningly, 34% lack trust in how organisations use their personal data and 31% have doubts about the

reliability of technology altogether.

Fighting for public approval has never been straightforward for those working in the public sector. And perspectives on the last five years of change appear to confirm this trend's staying power.

So, it's no surprise that two thirds (67%) of public sector professionals feel their organisation will never be able to fully satisfy the public's expectations. And almost half (48%) feel their organisations are put under undue pressure to drive society forward positively.

### So what does all this mean for the public sector? What's next?

The public sector faces unique challenges when it comes to navigating the next five years of radical change.

But if the starting point is people, not the technology, the approach to designing digital must be radically different.

Co-creation using powerful human centred design methods, is a unique approach from Fujitsu, rethinking digital with our customers and their ecosystems of partners and vendors.

By bringing together your best people and our expert technologists and consultants in an energetic environment,

we've already proven that we can radically rethink business challenges.

The approach really comes to life in our unique Digital Transformation Centres around the world.

So, get in touch if you would like to book in a session at one of our Digital Transformation Centres. Let us help you work through a specific challenge and reimagine your digital transformation.