Once upon a time there was an IT director called Dave who knew that his university could be making more strategic use of digital technology.

Every day he saw missed opportunities across learning, teaching, research, administration and support services, but any new initiatives he started tended only to reach the usual suspects.
One day his Jisc account manager told him about the new digital capability service which was available to pilot.
Because of that he signed up for a digital leadership development opportunity, during which he explored both his own current digital leadership skillset, and the current challenges facing the university.
Because of that and drew up a plan for an institution-wide change in digital capability, encouraging all staff to use the diagnostic tools to reflect on their own skills and find courses and resources to support their development.
Until finally he and the HR department were able to get an accurate anonymised picture of the university's digital skills strengths and gaps, and were able to fill gaps and link staff digital skills appropriately with selection and promotion, so that staff felt their efforts were rewarded and were encouraged to continue to build their skills.