Organizational Readiness Check
Organize your people and culture around seamless digital experiences

Amplitude

Great digital experiences require strong leadership, cross-team collaboration, and a data-driven culture.

Assess where your organization excels and where you can improve to drive digital experience maturity.
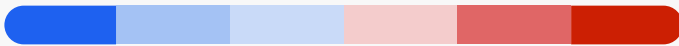
Temperature check

Read each statement and circle where you think your organization falls on the thermometer below.

COLD
Disagree

HOT
Agree

1 Our executive leadership champions a clear vision for using insights in digital experiences.
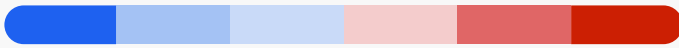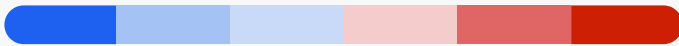
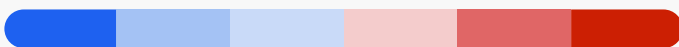**2** Our teams share data and insights to inform decisions.

3 Our organization empowers employees to use data strategically.

4 Our organization effectively manages change when adopting new tools.

5 Our teams collaborate seamlessly to build digital products and experiences.

Readiness vs. execution matrix

Plot each statement from the temperature check on the matrix.

X-axis: Execution
How well is this happening in practice?

Left = Low execution:
Inconsistent or not happening

Right = High execution:
Well-integrated and effective

Y-axis: Readiness
How prepared is the organization?

Bottom = Low readiness:
Lacks strategy, buy-in, or resources

Top = High readiness:
Strong leadership and support

High readiness, low execution
(Underutilized potential)

High readiness, high execution
(Best-in-class)

Low readiness, low execution
(Needs foundational work)

Low readiness, high execution
(Gritty execution despite challenges)

Readiness (Low → High)

Execution (Low → High)

Use these questions to dig deeper into the strengths and opportunities exposed in your readiness vs. execution matrix. Small shifts in leadership support, collaboration, or data strategy can move your team toward high readiness and high execution.

Which areas show strong readiness but low execution? What's holding your team back from taking action?

Where is execution happening despite low readiness? How can leadership and resources better support these efforts?

What's one step your team can take to move a low-scoring area toward high readiness and execution?

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Without effective enablement, tool adoption flounders and digital experience initiatives flop. Ensure your teams get started in the right way to drive long-term success.

1 Build your digital experience (DX) council
Identify and involve cross-functional champions who will disseminate and reinforce the digital experience vision across teams.

☐ Executive sponsor _____

☐ Marketing _____

☐ Product management _____

☐ Product development _____

☐ Customer success _____

☐ Data _____

☐ Growth _____

2 Create learning paths
Develop comprehensive training plans, starting with common topics applicable to all teams. Then drill into specific needs by each team's use cases. Consider both instructor-led and virtual resources.

Tip: Start with [Digital Analytics Foundations](#)

3 Keep digital goals top of mind
Brainstorm ways your executive sponsor and DX council can champion your digital experience initiatives throughout the organization and year.

(e.g., Discuss vision in town halls, create monthly/quarterly DX champion award, share Slack announcements, and celebrate wins)

4 Encourage collaboration
Bake cross-functional communication and idea sharing into every team's way of working. Consider in-tool collaboration tools and offline methods.

(e.g., Host weekly/monthly cross-functional meetings, create shared dashboards, use collaboration tools like [notebooks](#) and Slack channels)

Amplitude ACADEMY

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