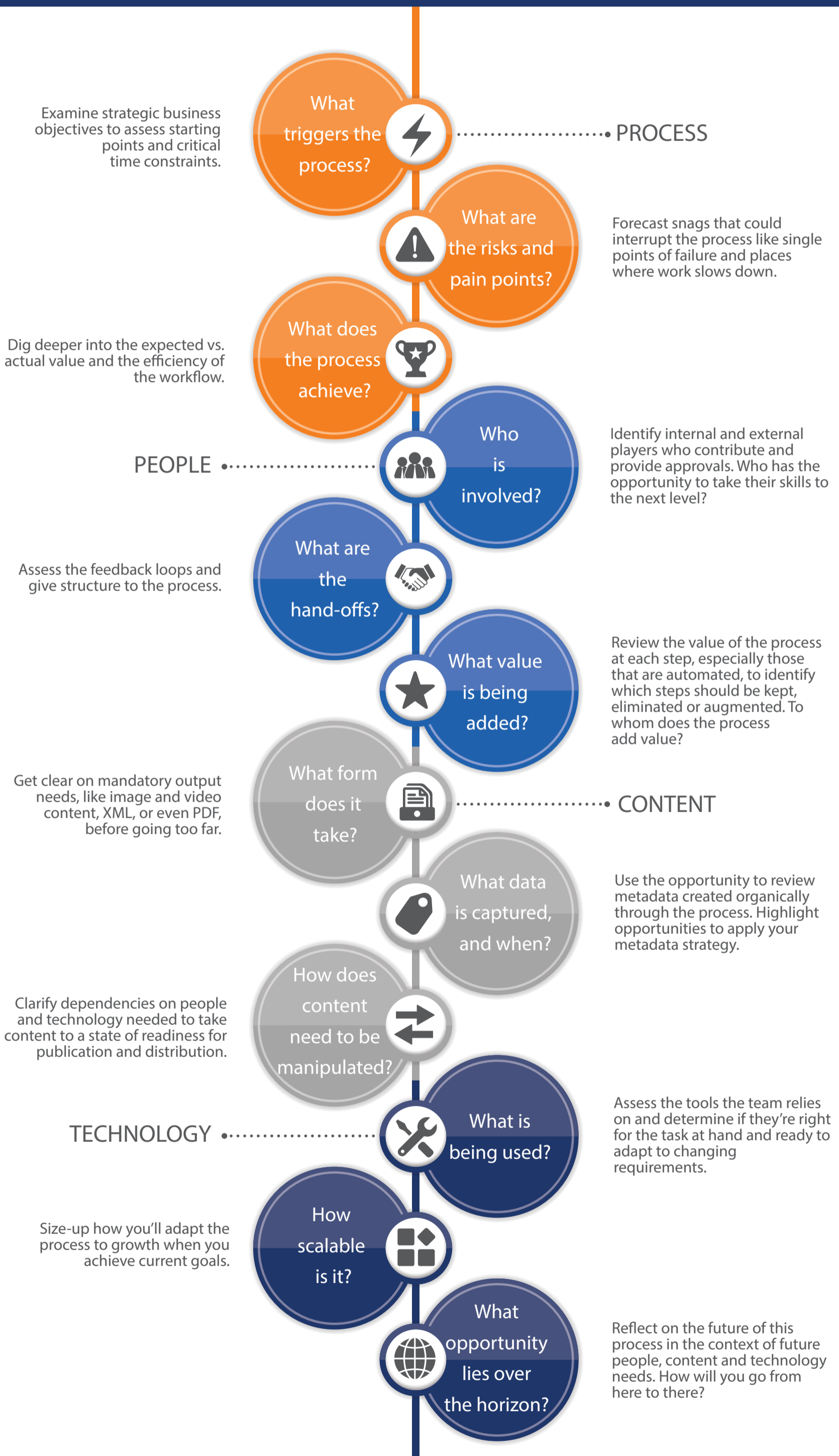


# 12 QUESTIONS TO IMPROVE YOUR DIGITAL-FIRST PROCESS

Digital-first publishing organizations are masters of **people, process, content, and technology**.

The **process** is the set of steps taken by a group of **people** to achieve a specific result when creating or modifying **content** and supported by the right **technology**.

Taking stock of your digital-first process at the start is the best means to drive toward a successful outcome. When evaluating the processes that drive your digital-first strategy, ask yourself these 12 simple questions to identify risks, dependencies, and opportunities to improve.



When people, content, and technology are managed efficiently, the process is smoother, faster, and more effective.