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.

1. **Examine strategic business objectives** to assess starting points and critical time constraints.
2. **Dig deeper** into the expected vs. actual value and the efficiency of the workflow.
3. **Identify** internal and external players who contribute and provide approvals. Who has the opportunity to take their skills to the next level?
4. **Assess** feedback loops and give structure to the process.
5. **Get clear** on mandatory output needs, like image and video content, XML, or even PDF, before going too far.
6. **Clarify** dependencies on people and technology needed to take content to a state of readiness for publication and distribution.
7. **Forecast** snags that could interrupt the process like single points of failure and places where work slows down.
8. **Review** the value of the process at each step, especially those that are automated, to identify which steps should be kept, eliminated or augmented. To whom does the process add value?
9. **Use the opportunity** to review metadata created organically through the process. Highlight opportunities to apply your metadata strategy.
10. **Assess** the tools the team relies on and determine if they’re right for the task at hand and ready to adapt to changing requirements.
11. **Reflect** on the future of this process in the context of future people, content and technology needs. How will you go from here to there?
12. **Size-up** how you’ll adapt the process to growth when you achieve current goals.

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