



**Betty Blocks**

*Webinars*

# How Enterprises Implement a Successful Citizen Development Strategy

## **B** Betty Blocks

- Your host today: Chris Obdam
- CEO Betty Blocks
- Leading the No-Code Movement
- #1 Citizen Development Platform
- Named a Leader & Visionary by analysts



*Our office!*



*Meet the team!*





# Hello World



# IT is Changing at a Fast Pace!

So how do you keep up?

# Giants in the Making

By 2020, Tmall (Alibaba, China) will be the world's largest retailer



# In This World of Disruption

Innovation is the way forward!



# How Do You Innovate?

By appointing a Chief Innovation Officer

A woman in a white lab coat and safety glasses is working on a large, complex industrial machine. The machine is primarily blue and white, with several large circular openings. She is looking into one of these openings, which reveals internal components. The machine is mounted on a base with various cables and hoses connected to it. The background is dark, suggesting an industrial or laboratory setting.

# Start an Innovation Lab?

Sure helps!

A group of softball players in white and navy blue uniforms are huddled together on a dirt field. A coach in a red shirt is kneeling in front of them. The background shows trees and parked cars.

# You Need Everybody

From janitor to CEO, from clerk to sales.



# **Innovation is Not About Technology**

**It never was...**



# It's About People

True innovation through citizen development



# **And Yeah, Innovation Needs Software Too**

**Nine out of ten times it does!**

A male athlete in a red tank top and black shorts is captured mid-jump over a hurdle in an indoor track. The hurdle is white with black and red stripes. The athlete is looking forward with a determined expression. The background shows the interior of a large sports hall with high ceilings and large windows.

**Right Now, It's up to Your IT Professionals**

**Working hard to keep up the demand**



**The Business is Desperate to Contribute!**



So What If They Could Work Together?

*What Would That Look Like?*

The background is a vibrant, abstract watercolor splash in shades of purple, pink, blue, and yellow, radiating from the center. A large, white, rounded hexagon is positioned in the middle, serving as a frame for the text.

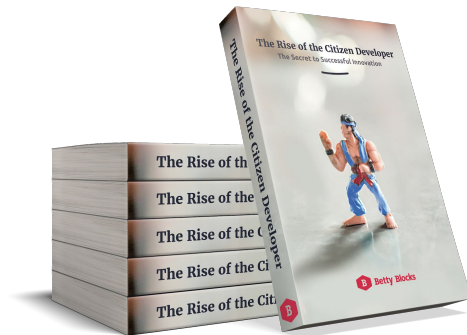
**That's What  
Citizen Development Is**

A short, horizontal red brushstroke is located directly beneath the text, adding a decorative touch.

# About the Citizen Developer

*"A citizen developer is a business user who creates new business applications for consumption by others using development and runtime environments sanctioned by corporate IT."*

According to the first result in Google :)



Download our whitepaper:  
[Meet Your Citizen Developer](#)

# But, What Is Citizen Development?

- Person vs movement
- IT & Business alignment to innovate
- Empowering the tech-savvy business users
- Build applications without coding
- Broadening your development workforce
- Bridging the gap between business and IT
- Facilitating a need from the business

**It's more than a platform**

# Some Examples of Citizen Developers



CFO



Marketing Manager

# Citizen Developers in Global Enterprises

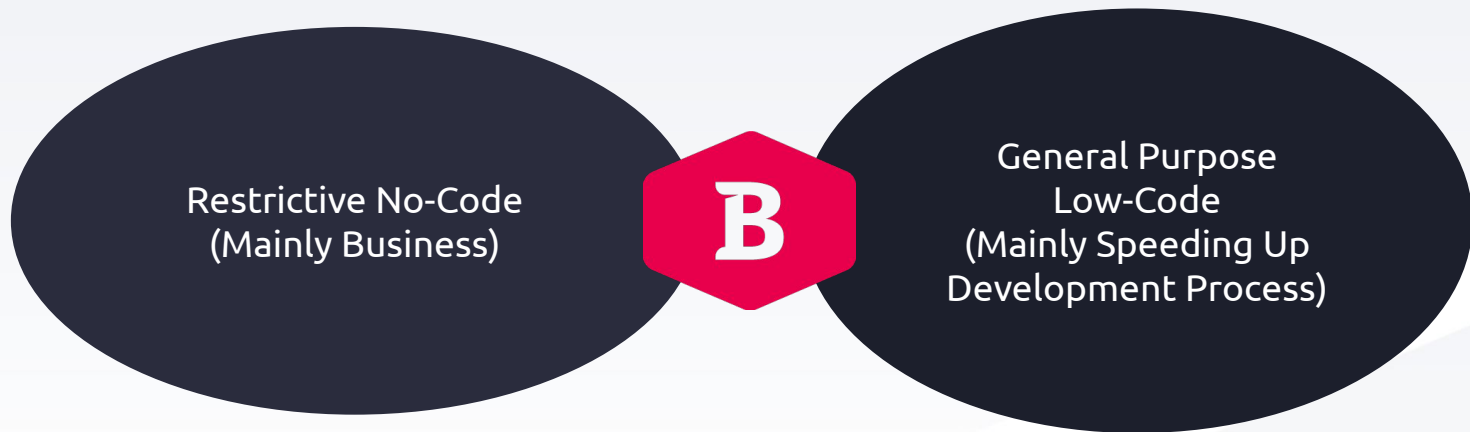


Innovation Manager  
@ an Insurance Company



Operations Manager  
@ a Big Global Law Firm

# Betty Blocks Enables Citizen Developers



Citizen Development  
for Complex  
Applications by  
Business and IT



# Implement Citizen Development

**C L I F F O R D**  
**C H A N C E**

**TELE2**

The background is a vibrant, abstract watercolor splash in shades of purple, pink, blue, and yellow, radiating from the center. A large, white, rounded hexagon is positioned in the middle, serving as a frame for the text.

# **Embrace Your Citizen Developers**

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**By Implementing a Citizen Development Policy**

# 6 Tips to Implement Citizen Development



**1**



**2**



**3**



**4**



**5**



**6**



# 1: Frame Your Strategy

- When is your Citizen Development policy a success?
- Determine key metrics
- Plan the crucial next steps
- Make it part of your long term innovation strategy
- Map your main stakeholders and create C-level buy-in
- Strategize & budget



## 2: The Role of Citizen Developers

- Map your (potential) Citizen Developers
- How will IT & Citizen Developers collaborate?
- Determine how Citizen Developers will fit in to the broader IT space
- Ask yourself:
  - Who is building the application?
  - What kind of applications do they build?
  - How are the applications built?
  - Where are the applications built?
  - When are they built?



## 3: Create a Citizen Development Command Center

- Position in organization: Center of Excellence (COE)
- Organize activities, trainings, facilitate a community
- Maintain the Citizen Development policy and guidelines
- Aggregate and provide resources
- Assume responsibility for managing the apps that Citizen Developers build
- Empower your IT department
  - Coordinate with the organization's existing IT portfolio
  - Catalog, maintain, and publish a list of relevant data services and APIs
- Report on the status of the program to internal and external stakeholders



## 4: Provide Tools, Support, and Services

- Look for a centralized, IT-sanctioned platform
- What kind of support is offered where?
- Tech support and maintenance: When does IT take over?



## 5: Promote & Train Citizen Developers

- **Promote within organization**  
(Explain concept & process, communicate examples)
- **Initial training to gatekeep access to the platform**  
(Educate, assessment, certify)
- **Continuous training thereafter**  
(Workshops, hackathons, skills sharing)



## 6: Prioritize Security

- Centralize Citizen Development activity
- Delegate ownership of quality control and monitoring
- Use a platform with out-of-the-box security features
- Train Citizen Developers in compliance guidelines and data security

# Some Recommendations

- Trial-and-error is to be expected
- Centralized organization (Center of Excellence = COE)
- Approach Citizen Development governance with openness
- Focus on integration with existing systems
- Create pre-built integration blocks for reuse by Citizen Developers
- Incorporate fundamental pillars:
  - Resources, training, collaboration, and security

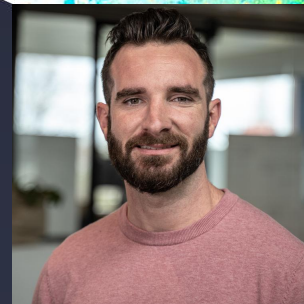


# Betty Blocks

## Schedule an Expert Session

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[www.bettyblocks.com/expert-session](https://www.bettyblocks.com/expert-session)





Download the whitepaper:  
**“Governing Citizen Development”**  
on BettyBlocks.com



[www.bettyblocks.com/whitepaper-governing-citizen-development](http://www.bettyblocks.com/whitepaper-governing-citizen-development)



# Questions?



# Sign up for more webinars!

**28  
May**

## **Platform Demo: How to Build a Case Management Application with Blocks**

1:00 PM EDT | 7:00 PM CEST

**17  
June**

## **Meet Your Citizen Developer**

1:00 PM EDT | 7:00 PM CEST

**2  
July**

## **How IT Professionals Align with the Business to Accelerate Business Innovation**

1:00 PM EDT | 7:00 PM CEST



Thank You for Attending