



# Reflections on digital public services

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We need to reboot our ambition



Short term thinking is still blocking the  
hard work needed to make things  
simple for our users



Since when did we stop innovating?



But...



We've shown that we can move at  
incredible pace when we need to



We're demonstrating the power of data  
(used ethically) to make a real difference



There are collaboration models that are making an impact





When we really mean it and act, we can  
make amazing things happen