

# A Digital Advocacy and Leadership Mechanism that Empowers the Construction of Digital-Intelligent Strong Power Grid

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**Abstract.** For the digital transformation of power grid enterprises on the front of how to build a digital-intelligent strong power grid is not a deep understanding of the ideas are not clear, the construction of experience and effectiveness of the lack of sharing and exchange of issues, build enterprise-level digital publicity and leadership mechanism, through the application of practice in a power grid enterprise, to further improve the results of the sharing of communication channels, a full range of digital-intelligent strong power grid to show the process of construction of the advanced people, typical experience, excellent results, enhance the enthusiasm of the majority of employees to participate in the construction of digital-intelligent strong grid and the promotion of innovative results of the conversion rate, to help the digital transformation of power grid enterprises and the construction of digital-intelligent strong power grid.

**Keywords:** Digital-Intelligent Strong Power Grid; Digital Advocacy and Leadership Mechanism.

## 1. Introduction

The construction of digital-intelligent strong power grid has a wide range of points and is technically difficult, requiring multi-disciplinary, multi-departmental and multi-unit cooperation and joint promotion. Poor information sharing, not many demonstration results, the number of technical backbone is small, digital transformation awareness is not in-depth and other issues will directly affect the speed and effectiveness of the digital-intelligent strong power grid. In the face of the digital influence is not wide and deep enough, we need to lead the digital publicity at the enterprise level to collect intelligence, set up benchmarks, exchange experience, share results, form a digital smart grid construction synergy, create a strong atmosphere of digital transformation, and promote the enterprise's high-quality leapfrog development.

## 2. Methods of Implementation of Digital Advocacy Leadership Mechanisms

### 2.1 Intelligence Collection and Dissemination

Digital-intelligent strong power grid is a "big data、cloud platform、IoT、mobile communication、artificial intelligence、blockchain" and other modern information technology-driven new grid, artificial intelligence as the representative of the rapid development of digital technology for the construction of digital-intelligent strong power grid provides a huge amount of technical means. We should do a good job of collecting information on the development of forward-looking technology, and at the same time, we should always pay attention to the forward-looking application of these technologies in the brother grid enterprises, collect and organize them and publish them in all kinds of publicity media through internal publicity channels, so as to provide information references and ideas for the staff to better build a digital-intelligent strong power grid.

## **2.2 Cultivation and Publicity of Advanced People**

Digital-intelligent strong power grid construction involves digital, science and technology, marketing, equipment, scheduling development and other professions, is a "set of masters" of complex systematic work, both digital and understand the production of the grid of composite talents and digital high-end talent needs are extremely urgent. To carry out digital general training, enhance the concept of digital thinking of all staff; to carry out cross-unit, cross-specialty, multi-position exercise training, to promote the integration of industry and digital, cultivate composite talents; "one person, one policy" to cultivate the top experts, experts at all levels to play a leading effect. Through the above measures to cultivate outstanding composite talents and chief technical experts and other top talents, we should widely publicize the deeds of such advanced people through the publication of publicity, held an advanced commendation meeting and other channels to create a "more than, learn, catch up with, and exceed the good atmosphere, and strive to build a politically competent, superb business, good style, excellent performance of the The digital team will provide a solid talent guarantee for the construction of digital-intelligent strong power grid.

## **2.3 Publicize the Creation of A Comprehensive Model for Digital Transformation**

The construction of digital-intelligent strong power grid is a work to be officially launched in 2024, and there is an urgent need to form a demonstration effect through a batch of prototypes to lead various professions to carry out the construction. Through extensive publicity in the system, collect units interested in carrying out demonstration work, led by the digital professional, cohesion of all professional forces, selecting some of the better endowed municipal companies, supply refers, county companies and power supply offices, systematic planning for digital transformation comprehensive demonstration, the formation of digital-intelligent strong power grid construction leading the "experimental field" and "standard field" can be replicated, can be extended. Then, through the typical case collection and other forms, the advanced practice and typical experience of digital-intelligent strong power grid construction will be promoted to the whole system to form a demonstration effect, provide directional guidance for the majority of employees, and better carry out the application of relevant results on a large scale.

## **2.4 Open Communication and Sharing Channels**

First, according to each link of the construction of digital-intelligent strong power grid, design corresponding labor skills competition, through the competition to promote the exchange of experience between technical backbone, and the competition results for publicity improve the sense of honor of individual employees. The second is to establish a library of excellent construction results, organize a conference of excellent results for the majority of employees to learn and share, complement each other's strengths and weaknesses, and promote information sharing. The third is to organize experience exchange symposiums, employees can exchange and share their own construction experience, discuss and study the problems and difficulties, and improve the overall skill level.

## **2.5 Create an All-Round and Three-Dimensional Digital Publicity Position**

We have set up a digital influence publicity team, which is composed of provincial, municipal and county digitalization front personnel, and internally report typical experiences and practices to the headquarter company, so as to obtain resource support and inclination from the headquarter. At the same time in the company's website, WeChat, APP published publicity articles on the process of digital transformation of the emergence of advanced people, typical experience, excellent results of a full range of publicity to promote the digital transformation of awareness of the people, to stimulate the construction of the majority of employees enthusiasm and motivation. We contacted national, provincial and municipal media such as People's Daily, Xinhua News Agency, etc., to show the public the concrete achievements in smart grid, distributed energy electric vehicle

charging network,etc,so as to stimulate the industry's internal and external interest in the digital transformation and construction of digital-intelligent strong power grid and the intention of cooperation.

### **3. Application Benefit**

#### **3.1 Economic Benefit**

Through the construction of digital publicity leading mechanism,will participate in the digital-intelligent strong power grid.construction of the various fronts of advanced practices and results of publicity, sharing.the formation of digital results library, to facilitate the professional search and summarize the use of avoiding duplication of efforts to reduce the waste of resources, and further promote the digitalization of the business integration and coherence, each year to reduce the digital project to duplicate the establishment of more than 3, saving digital investment of 2 million yuan. At the same time.the publicity and promotion of RPA, digital staff and other innovative achievements can improve the efficiency of grass-roots front-line operations, reducing manpower input by more than 1,000 times per year and saving costs of more than 1 million yuan.

#### **3.2 Management Benefit**

By providing each unit with a unified model of publicity work and process, focusing on the collection of publicity materials related to the results of digital transformation, guidance to each unit to build the unit's publicity and cultural system, while strictly in accordance with the rules of the assessment and scoring the effectiveness of publicity of each unit to assess and evaluate, so that the digitalization of publicity to lead the passive to the initiative, the formation of the digitalization of publicity synergies for the digitization of the project,the management of the digitalization of the project construction, to provide a strong support for the publicity.

#### **3.3 Social Benefit**

Through the construction of digital standing publicity mechanism, to promote the digital results of external publicity and reporting,the use of publicity means to consolidate and centrally promote the excellent digital-intelligent strong power grid construction experience, enhance the company's digital brand image; at the same time, through the assistance of digital-intelligent strong power grid construction of high-quality to carry out the digital technology to support the power transmission, transforming, distributing, using.regulating the whole link of the stable operation of the service society enterprises, people's the demand for electricity for a better life.

### **4. Summary**

Digital-intelligent strong grid construction requires the wisdom and hard work of all electric power employees, but also requires the active participation of social resources and forces, digital publicity leading mechanism will be well integrated internal and external publicity work,internal promotion of typical experience, excellent results, promote the excellent deeds of the advanced people, promote the exchange of information and ideas, the formation of the construction of synergies; external can show the results of the construction, establish a brand image, and seek the support and participation of social forces. The public can show the construction results, establish the brand image, and strive for the support and participation of the social forces. Therefore, the digital publicity and leading mechanism can strongly support the construction of digital-intelligent strong power grid,and it is a solid ideological foundation for power grid enterprises to promote digital transformation.

## References

- [1] Grid Think Tank,The "Three Connotations" and Practical Cases of State Grid Corporation's Digital-intelligent Strong Power Grid, 2024.02