

SUPERHIGHWAYS.

Digital Leadership 101



With funding from DCMS, in partnership with NAVCA and The FSI

About Superhighways

Providing tech support to the sector for 20 years

- Training
- Support
- Consultancy
- Digital inclusion



E-news sign up <https://superhighways.org.uk/e-news>



This evening...

- What does 'digital' mean anyway?
- The New Reality
- Introduction to the Charity Digital Code of Practice
- Table discussions & feedback
- Pledge the 1 action you're going to take next!
- Let us know what support you need
- Evaluation





“

Innovation has nothing to do with how many research and development dollars you have.

It's not about money.

It's about the people you have, how you're led, and how much you get it.

”

Steve Jobs
Founder, Apple



“

**The way to succeed
is to double your
failure rate**

”

Thomas Watson
Founder, IBM



“

**What would you
do if you weren't
afraid?**

”

Sheryl Sandberg
COO Facebook



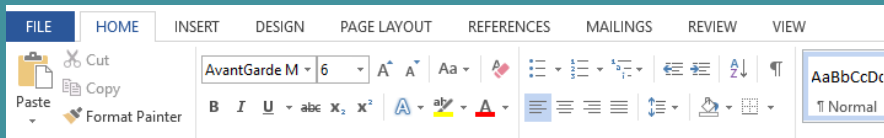
A leading question...



**What makes a
good leader?**



What's digital anyway?



The New Reality



</CHARITY DIGITAL CODE >

The Charity Digital Code of Practice

Aims to:

- Help charities be relevant and fulfil their purpose in the online age
- Raise standards by developing a framework to work towards
- Develop charities' digital skills
- Create a level playing field for all organisations by increasing digital motivation and confidence
- Create new opportunities for funders to engage with digital

1. Leadership

Leaders with a clear vision for digital will help their charities be relevant and sustainable.



2. Users

Your beneficiaries and other stakeholders' needs should be the starting point for everything you do digitally.



3. Culture

Your values, behaviours and ways of working should create the right environment for your charity to succeed in digital.



4. Strategy

Be ambitious about how your charity can use digital to achieve its vision and mission.



5. Skills

Digital skills should be represented at all levels of your charity.



6. Risks and Ethics

Determine and manage any risks involved in digital, and consider ethical issues.



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7. Adaptability

Charities will need to adapt to survive and thrive as digital changes how everyone lives and works.



Table discussion



Feedback from discussions

What top 3 insights can you share about applying this principle in your organisations and the actions you might take?





“

**Find one problem
and put enough effort
into fixing that. Then
move onto the next.**

”

Bob Barbour, Shelter
From The New Reality report



Your pledge

Go to **www.menti.com** and use the code **15 28 79**



Useful reading / resources

- [Digital Service Design Principles](#)
- [Digital Maturity Framework](#)
- [Voluntary Sector Digital Maturity Matrix](#)
- [20 ways to achieve digital transformation – advice from charities who've gone through the process](#)
- [The New Reality research report](#)





superhighways

harnessing **technology** for **community** benefit

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