



SUPERHIGHWAYS.

Digital Leadership 101

**Richmond
CVS**

superhighways
harnessing technology for community benefit

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



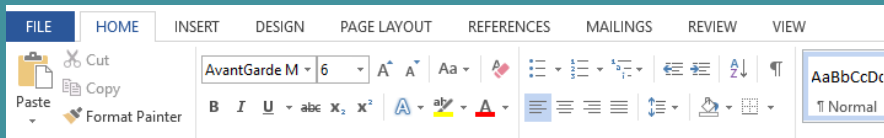
A leading question...



**What makes a
good leader?**



What's digital anyway?



The New Reality



20 WAYS TO ACHIEVE DIGITAL TRANSFORMATION

MINDSET ▶



01

START WITH THE CORE MISSION

Don't start with the technology, think about the social value you're trying to deliver and then how technology might help you solve key challenges you face

02

FULLY COMMIT & ACCEPT THE PAIN

This is a change management process that will affect every area of your operation. Accept that some people will have to retrain or leave

03

SHOW DON'T TELL

Discussing transformation ideas is useful... but getting stuck in, and showing evidence quickly is the best way to find out what works and get buy-in

04

BE TRANSPARENT

Collective wisdom is essential. Be open about your successes and the failures. Share your code, share your plans, share your data, share everything

05

THINK BROADER THAN WEB & SOCIAL

An enabling technology could be anything from a wearable device to your internal finance system.. Make sure you're considering all forms of digital technology

06

FIND SOMEONE TO GUIDE YOU

Look inside and outside your organisation for someone who can guide you. Consider appointing a fixed term Director of digital transformation

07

SACK THE 'NO' PERSON

A new breed of technologists and architects are showing that it is possible to have IT infrastructure that works. Don't trust anyone who says it's too difficult

08

REPLACE TRUSTEES

Make sure there's someone on your trustee board who really gets this, and educate those who don't. Seriously consider appointing someone under 30

09

BREAK DOWN SILOS

Share digital knowledge across your organisation by building cross discipline project teams, and seconding digital staff into other teams departments

10

GET SOME GOOD DATA PEOPLE

Every organisation can and should do more with the data they have. Bring in or train someone who can help you unleash and use it effectively

◀ PEOPLE





harnessing technology for community benefit



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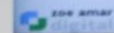
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Superhighways
can help with all your
technology needs

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



</CHARITY DIGITAL CODE >

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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.



7. Adaptability

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



Select up to 3 principles which your organisation might need the most help with to move forwards with digital

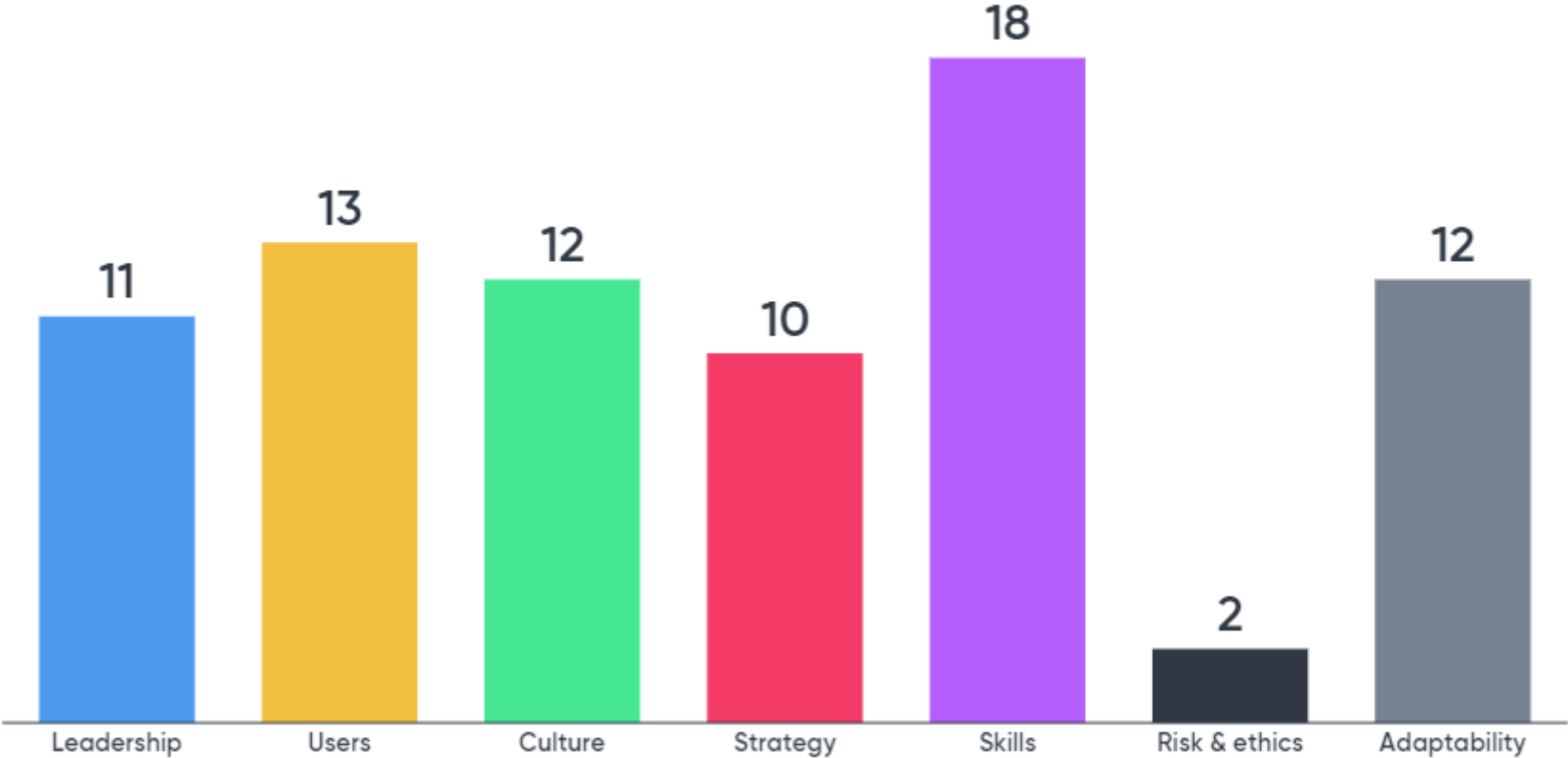


Table discussion



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



Action sheet...



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](#)

- [Sign up for a Trustee Board 1:1](#)



Dates for your diary...

- [How to get your tech built](#) – 12 Feb (Net Squared London) * *free*
- [Charity Digital Conference](#) – 13 Feb (Tech Trust)
- [Cybersecurity Lambeth](#) – 20 Feb (Integrate CIC) * *free*
- [Office 365 an amazing tool box of apps](#) – 6 Mar, Clapham Junction (Superhighways) * *from £20*
- [Data protection – checking you've got it right](#) – 20 Mar, Wimbledon * *from £30*
- [Design Hop \(CAST\)](#) – 21 Mar, Shoredtich * *free*

[Sign up to our eNews](#) to find out about other training / events to support you as a digital leader going forwards





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