

Digital technology and cake

4 November 2015



@AdaptaforNFP

Adapta Consulting

We are:

- A specialist information systems consultancy
- We only work with membership organisations, charities, associations, trusts and others in the NfP sector
- We are completely supplier-independent
- Our consultants have held senior positions in a broad range of different organisations
- Our advice and guidance is based on practical experience gained over many years.

Programme

- 14.00** **Arrival and welcome** - Iain Pritchard, Partner, Adapta Consulting
Welcome to the event, introductions and overview of the agenda for the afternoon.
- 14:15** **PCs, Martini, and the personalised shopping experience**
How did we end up in a digital world and does it matter?
- 14:30** **Case studies**
Short stories from charity speakers
- 15:45** **Discussion and feedback**
All - A round table discussion and feedback.
- 16.30-** **Review and close**
17.00 Iain Pritchard – Adapta Consulting

Round Britain Quiz

What links...



... a clue ...

Round Britain Quiz

What links...



1982 (ish...)

1982

Innovation



Aspiration



Realisation



Expectation



A useful formula

Satisfaction = (Delivery - Expectation)

10 Top Tips for Digital Transformation

Rob Gethen Smith



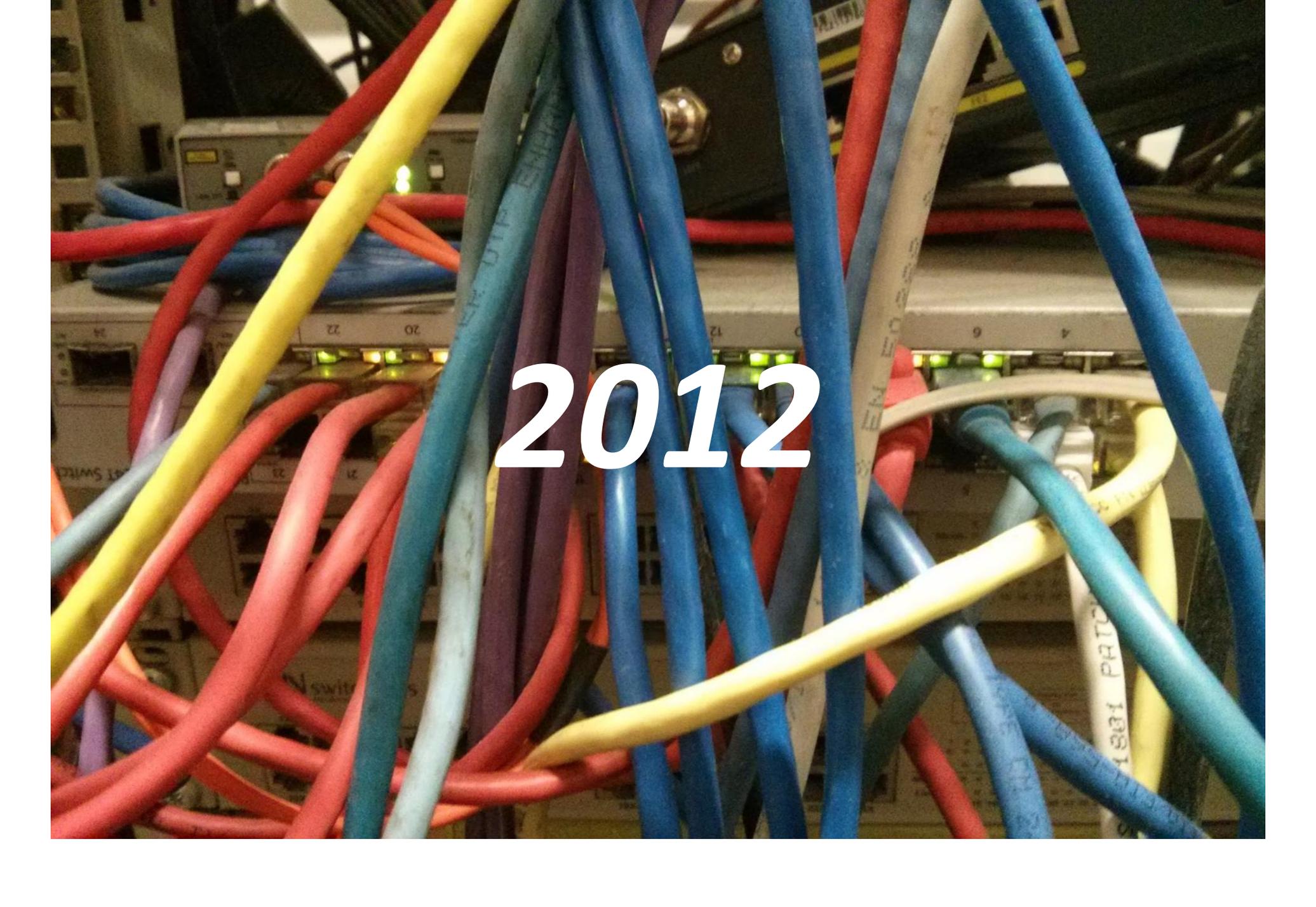
@robgethers

*Southbank Centre passionately believes the arts
have the power to transform lives*



A high-angle, wide shot of a massive, diverse crowd of people at an outdoor festival. The crowd is packed closely together, filling the entire frame. Many individuals are wearing sunglasses, casual summer clothing, and some are holding up smartphones to take photos or videos. The atmosphere appears lively and social. In the center of the image, white text is overlaid on the crowd, providing statistics: '4500 Events', '13 Festivals', and '6m people'.

4500 Events
13 Festivals
6m people

A photograph of a server rack filled with a dense network of colorful Ethernet cables. The cables are in various colors including blue, red, yellow, and purple. They are plugged into a network switch or patch panel. The year '2012' is overlaid in the center in a large, white, sans-serif font. The background shows the metal racks and some green indicator lights on the equipment.

2012



1. Fix broken things quickly



← ↻ 7 ★ 2 + 👤 ⋮

[View photo](#)



Paul Vulpiani retweeted



Nigel Wallis @Mole_9 · 1h

@southbankcentre Hang on, I've just managed to book #MeltdownFest tickets on your website smoothly with no trouble at all. I'm so confused!

← ↻ 1 ★ 2 + 👤 ⋮

People · [View all](#)



Seb Chan follows



Sydney Levinson @barryslounge · 1h

#Boomio ! #AtomicBomb #Onyeabor #MeltdownFest @southbankcentre

Website improvements in <18 months

- 75% increase in sessions (440k to 700k pm)
- 50% reduction inbound phone sales traffic
- £14 higher average order value online
- 100% increase in use of mobile
- 200% increase in mobile sales funnel rate
- £150k revenue uplift due to tablet ticket sales
- £100k savings in production costs
- 500% drop in Website complaints



**2. Rebrand IT -
Become a beacon
for digital
change**

Tech innovation club

Shopping list...

iBeacons x4

Oculus Rift x5

Google Cardboard x3

Raspberry Pi2 x1

Arduino Kits x2

Leap Motion x1

Laser keyboard x2

Smart watches x2

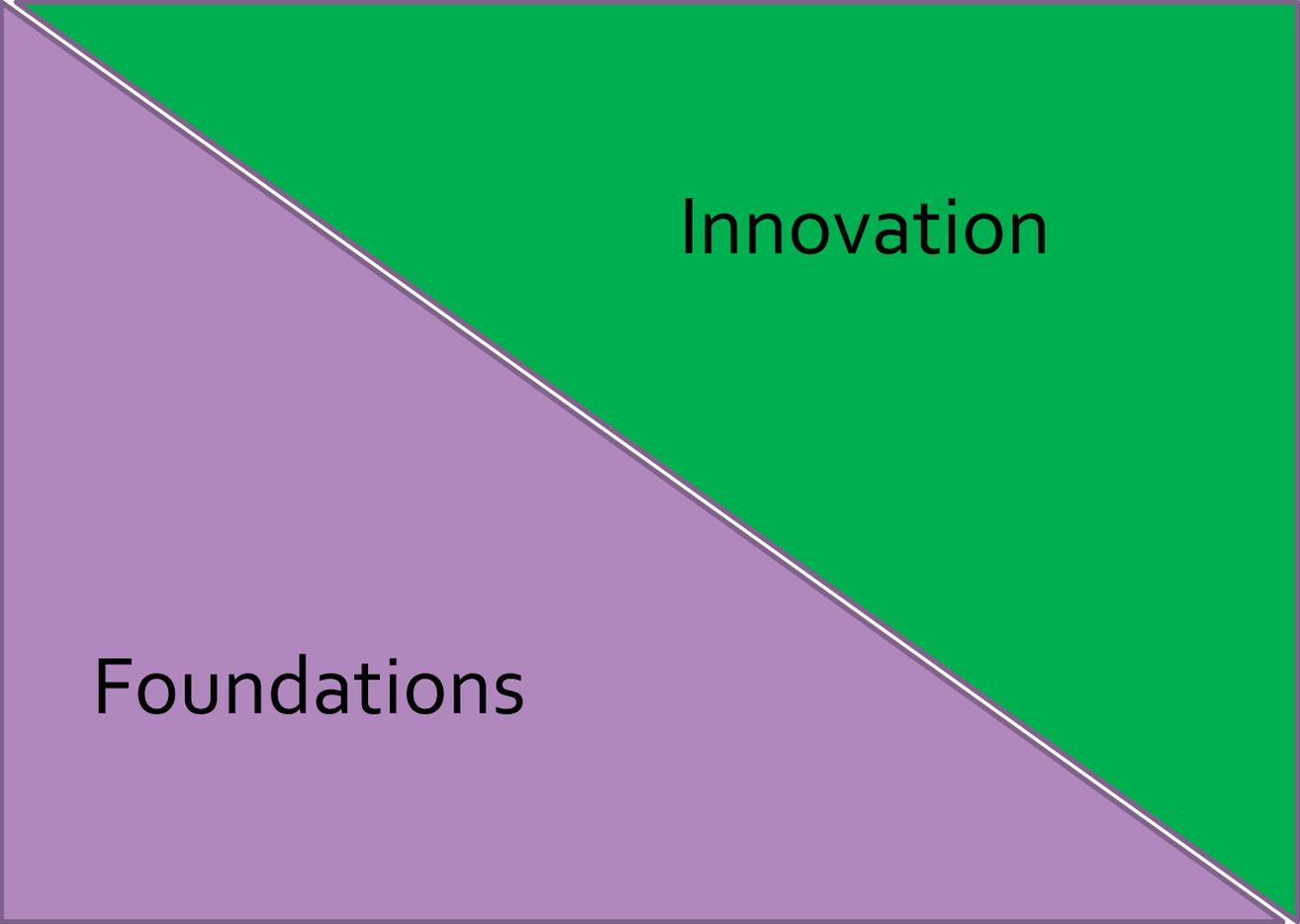
3. Ask your CEO to be your CDO!





4. Create a two-tiered Digital Strategy

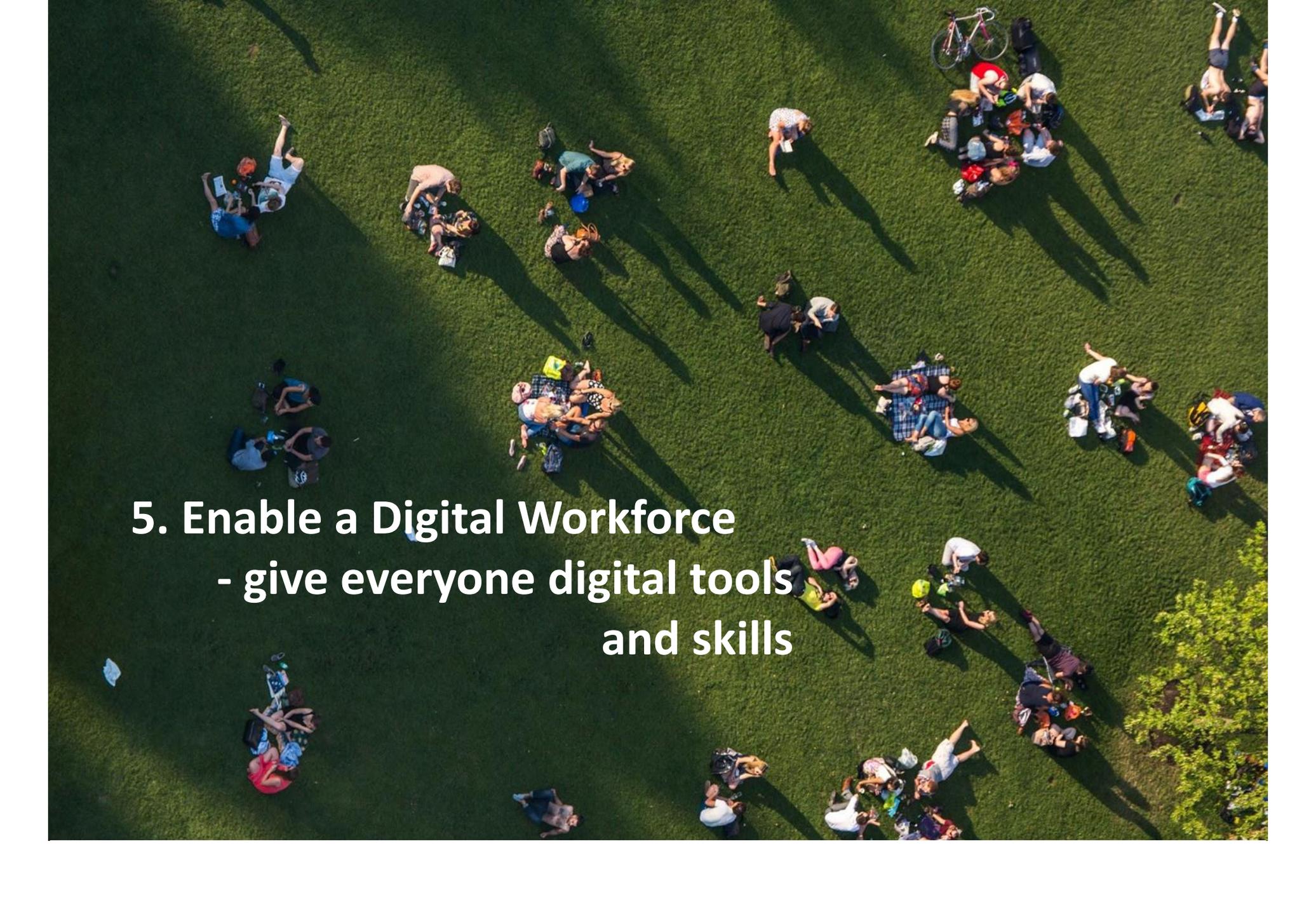
- **Digital foundations**
- **Digital innovation**



Foundations

Innovation

Time



5. Enable a Digital Workforce
- give everyone digital tools
and skills

The effect of Google Apps:

- 50% general improvement in ability get stuff done
- 60% increase in ability to collaborate
- 300% increase in ability to work flexibly
- 80% increase in ability to find information
 - ~70 hours a day
 - ~10 extra people

6. Build capability - not projects!

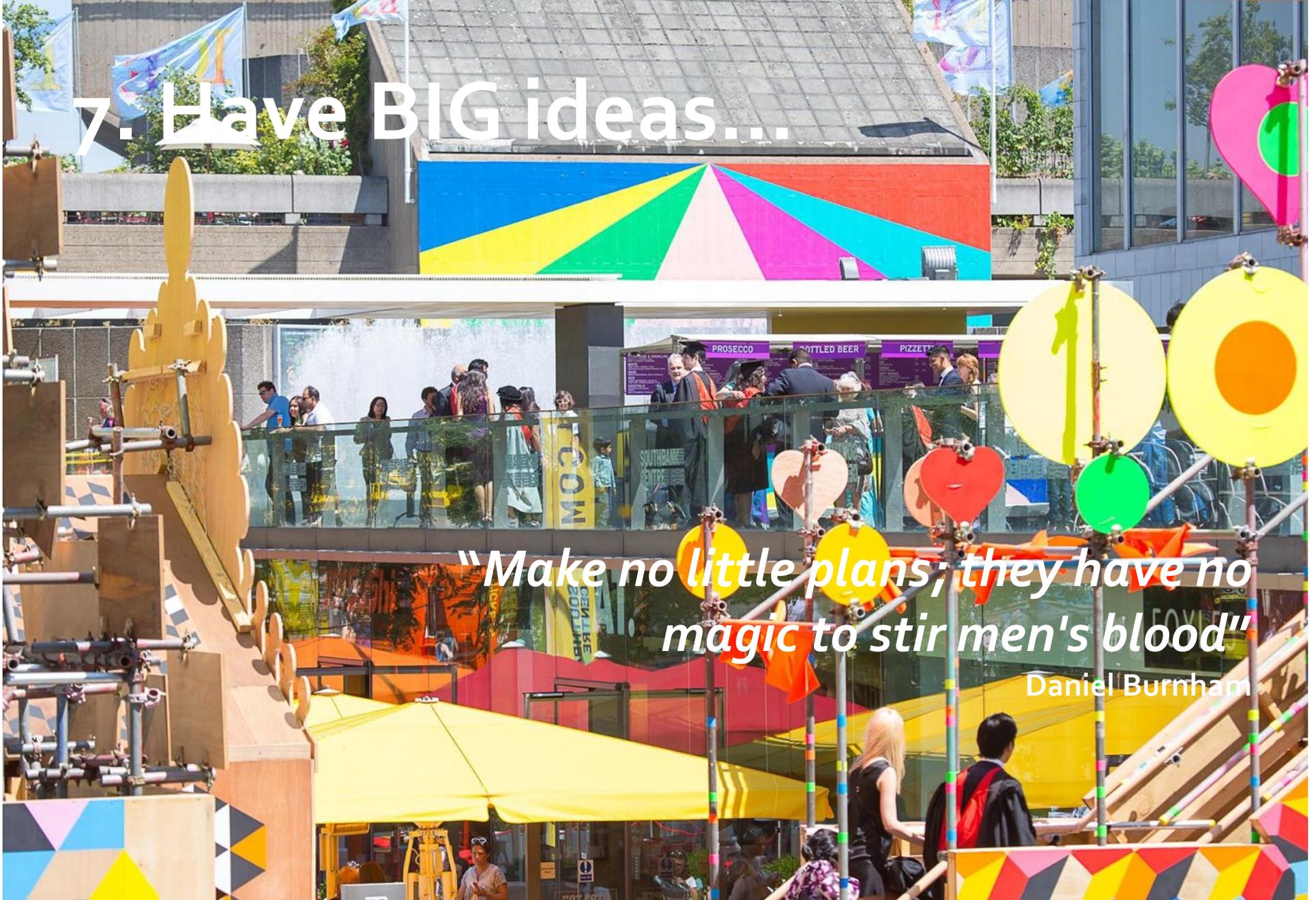
Supercharge your digital team: start small, learn fast, find the right partners



7. Have BIG ideas...

"Make no little plans; they have no magic to stir men's blood"

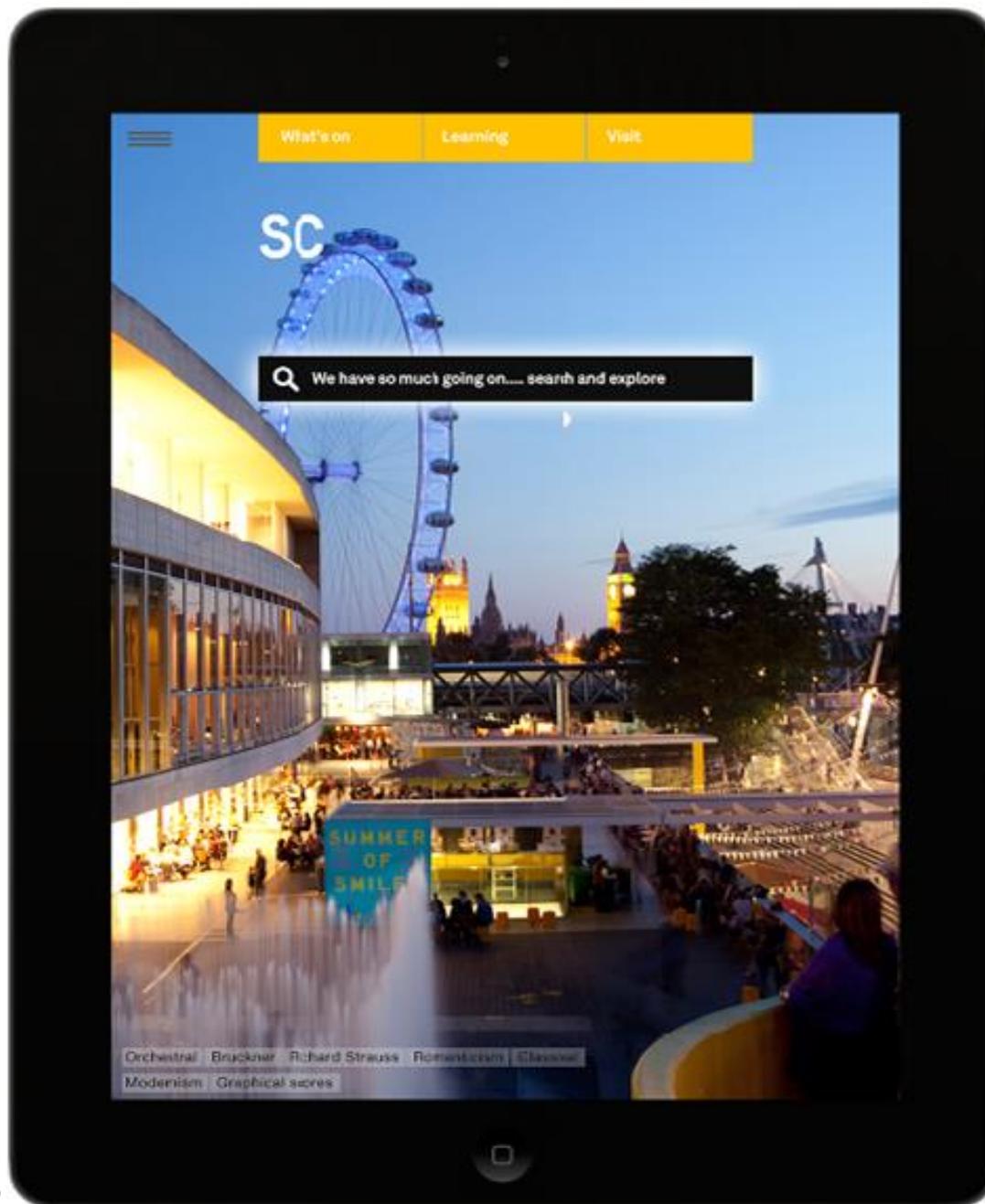
Daniel Burnham





THE GLASS BOX





1. Best in breed event ticketing website

2. Unique digital space for arts and learning

Ideas

for our new website

New Ideas

use search
find things
the site

RSS feeds
calendars
local.

Map of the
site
- interactive

authors changes
in habits, texts,
in the surveillance?
in Snowden disclosure?

Make sharing on social
media easier - Twitter
facebook etc. so I can
get my friends to come

The homepage
needs a power
search engine

would be great if the
could be used in
R.E. Hall root garden
grounded Ecotherapy
run it. Grounded
a facebook page.

I want to
find events
faster

The most impor-
tant thing is find
events

want to find
what I'm looking
for more easily

What's
happening
right now?

To Have a
area

better search engine
- site guide for users
the building

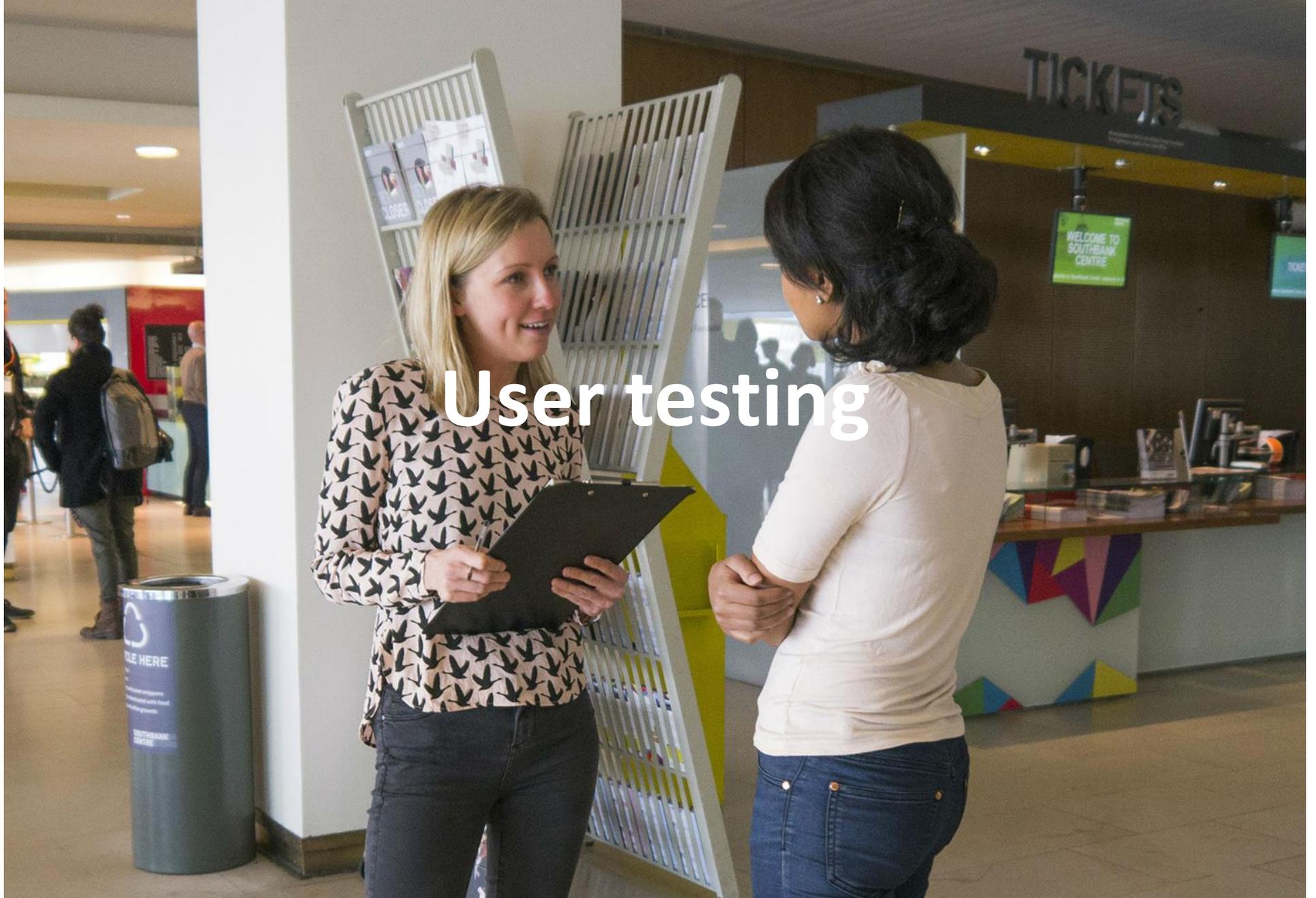
INVITE SCHOOLS/
YOUTH GROUPS

MAKE IT
EASY
ADD EV
(local)

Locating QRcode
on walls in the building



User testing





Drop in sessions



Workshops



We're building the new Southbank Centre website inside, come in and get involved

Free daily drop-in sessions:

1pm Lunch Box Demo:
See what we're building and how we're building it

2pm Focus Group:
Discuss with us our new website ideas

3pm Workshop:
Learn to build a website

4pm Seminar:
Find out what we know about you

#webwe



Tim

← → ↻  www.southbankcentre.org

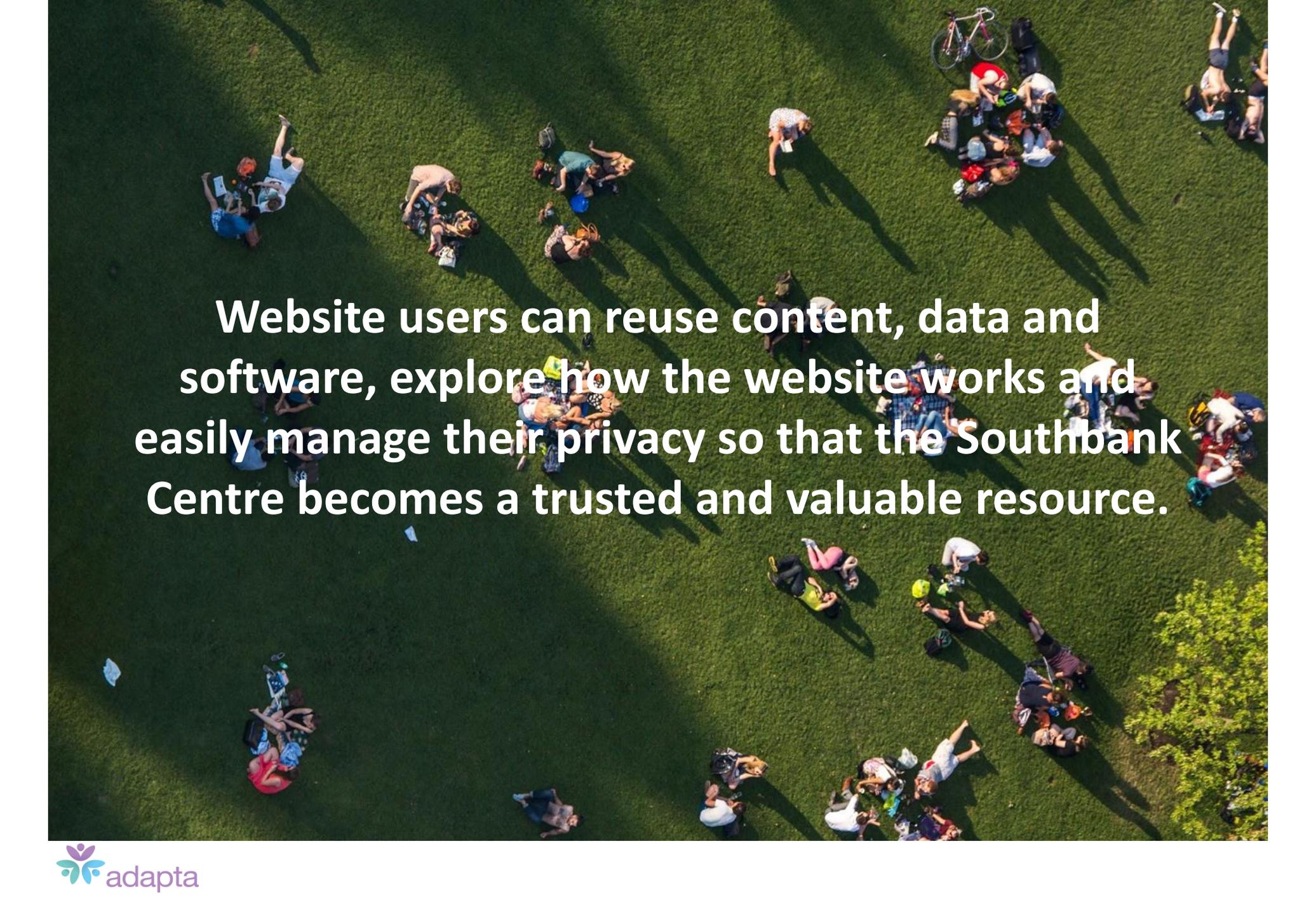
Welcome to Southbank Centre's Website!

Keep up the good work -- [timbl](#)



[Web We Want Festival – Glass Box](#)

8. Open Everything!

An aerial photograph of a large group of people relaxing on a green lawn. The people are scattered across the grass, some sitting on blankets, some standing, and some lying down. A bicycle is parked in the upper right corner. The scene is bright and sunny, with long shadows cast across the grass. The text is overlaid in the center of the image.

Website users can reuse content, data and software, explore how the website works and easily manage their privacy so that the Southbank Centre becomes a trusted and valuable resource.



- **Open platform**
 - **Open data**
 - **Open designs**
 - **Open use**
 - **Open process**

9. Tell the whole world what you are doing





Featured post

Have your say on Southbank Centre's new website

[Read More >](#)

About

Southbank Centre's latest news and related digital activities

Top Posts

[Join our](#)
466 views

[Read O](#)
456 views

[Role of](#)
341 views

Recent Posts

H4 large heading

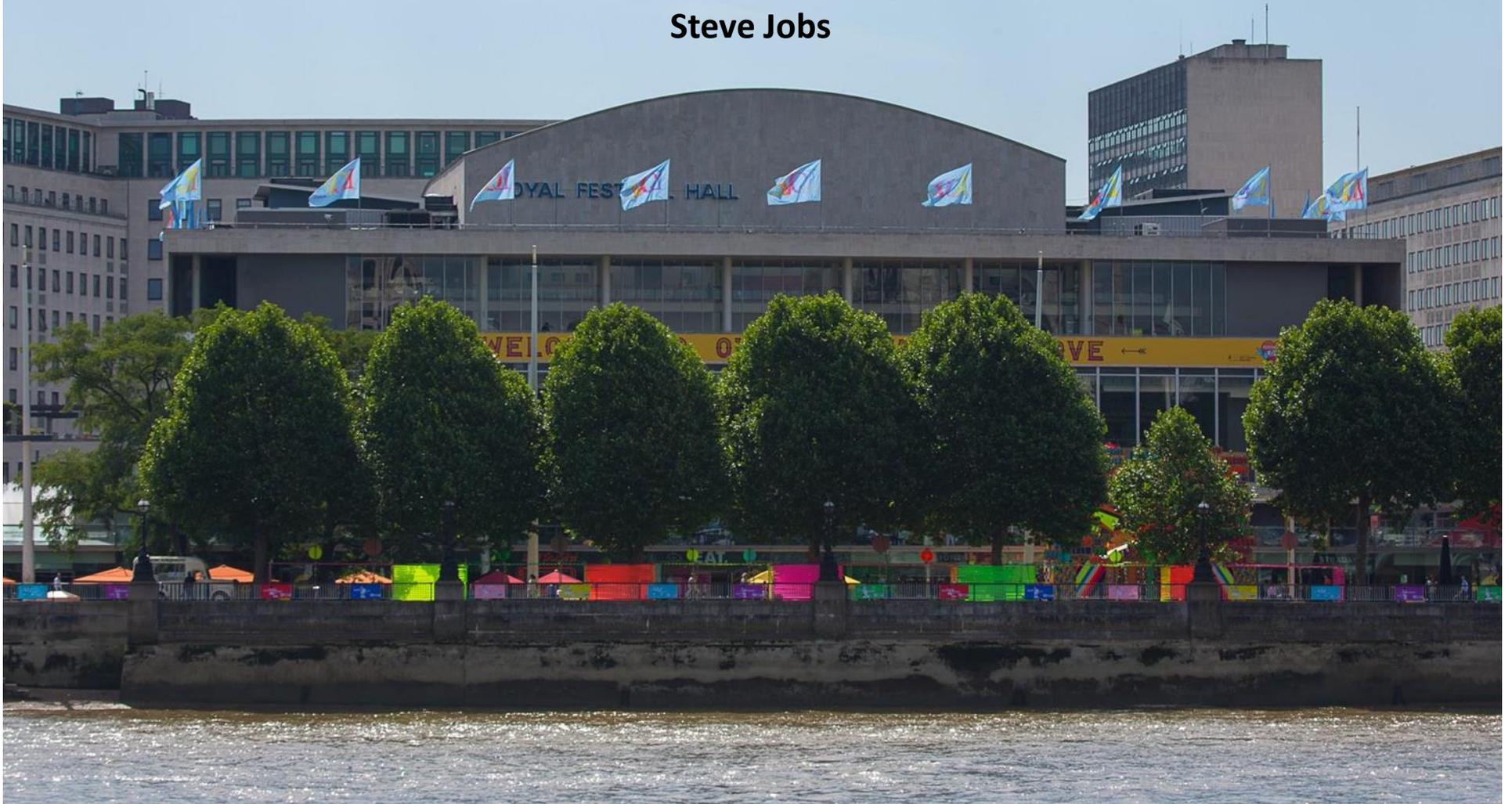
10. Enjoy what you do!





“...you can't connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future.”

Steve Jobs



... said. What of his 2012
vote to enforce a 15-year cap on

... month,
he refused to back his 2012 vote on
fixed terms as well. Times change,
don't they?

Quote of the day

"It's a bit like with sex:
one can have a lot
of experience and
nevertheless find it
extremely difficult
to define"

Ai Weiwei struggles to enlarge upon
the meaning of **digital**



Thank you!

@robgethers
2015

The best digital strategy is no digital strategy

James Higgott, November 2015

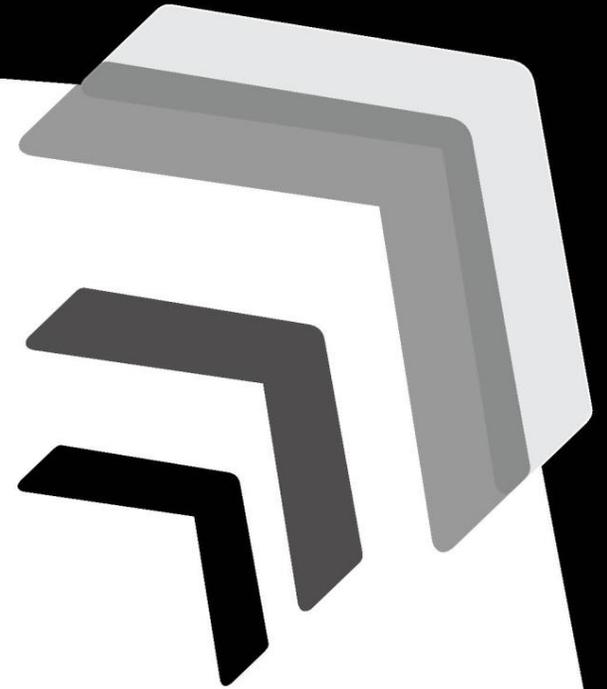




Image source: https://commons.wikimedia.org/wiki/File:Ralls_Texas_Grain_Silos_2010.jpg



Image source: https://commons.wikimedia.org/wiki/File:Victory_Silos.JPG



Image source: https://commons.wikimedia.org/wiki/File:Wooden_silo.JPG



Image source: <https://www.flickr.com/photos/docsearls/5500714140>

Who is a strategy written for?

Trustees

Senior
management
team

Department
management
team

Department
staff

Other
departments

External
readers

How do strategies get written?

Organisation strategy – vision / goals



Department strategy – goals / objectives



Team objectives



Project activity plans

Digital in comms strategies

Objective: increase reach among x audience

Digital: blogger outreach, online advertising, email lists

Objective: increase engagement with existing audience

Digital: social media engagement, forums, analytics

Objective: communicate specific policy work or campaign

Digital: blogging, social media, web content, video, infographics, data visualisation, e-petitions, apps, content marketing

Objective: communicate organisation goals, vision & mission

Digital: blogging, social media, web content, video, infographics

Digital in fundraising strategies

Objective: raise £x from x audience

Digital: email communications, online advertising, e-commerce, conversion-rate optimisation, design, copywriting

Objective: get x participants for x event

Digital: email communications, online advertising, online signup, conversion-rate optimisation, participant stewardship (forums, social media engagement)

Objective: raise £x to fund a specific thing

Digital: blogging, social media, web content, video, infographics, content marketing

Digital in service delivery strategies

Objective: increase conversions for x product

Digital: UX, A/B testing, design, copywriting, analytics

Objective: create a digital version of x product/service

Digital: UX, design, agile development

Objective: create a new product/service/app

Digital: user research, UX, design, agile development, minimum viable product

Digital in HR/OD strategies

Objective: improve remote working

Digital: online meetings, internal social media (eg Yammer, instant messaging), web-based project management (eg Trello, Slack), shared documents (eg Google Drive, Office365)

Objective: improve internal comms

Digital: blogging, internal social media, intranet design and content, analytics

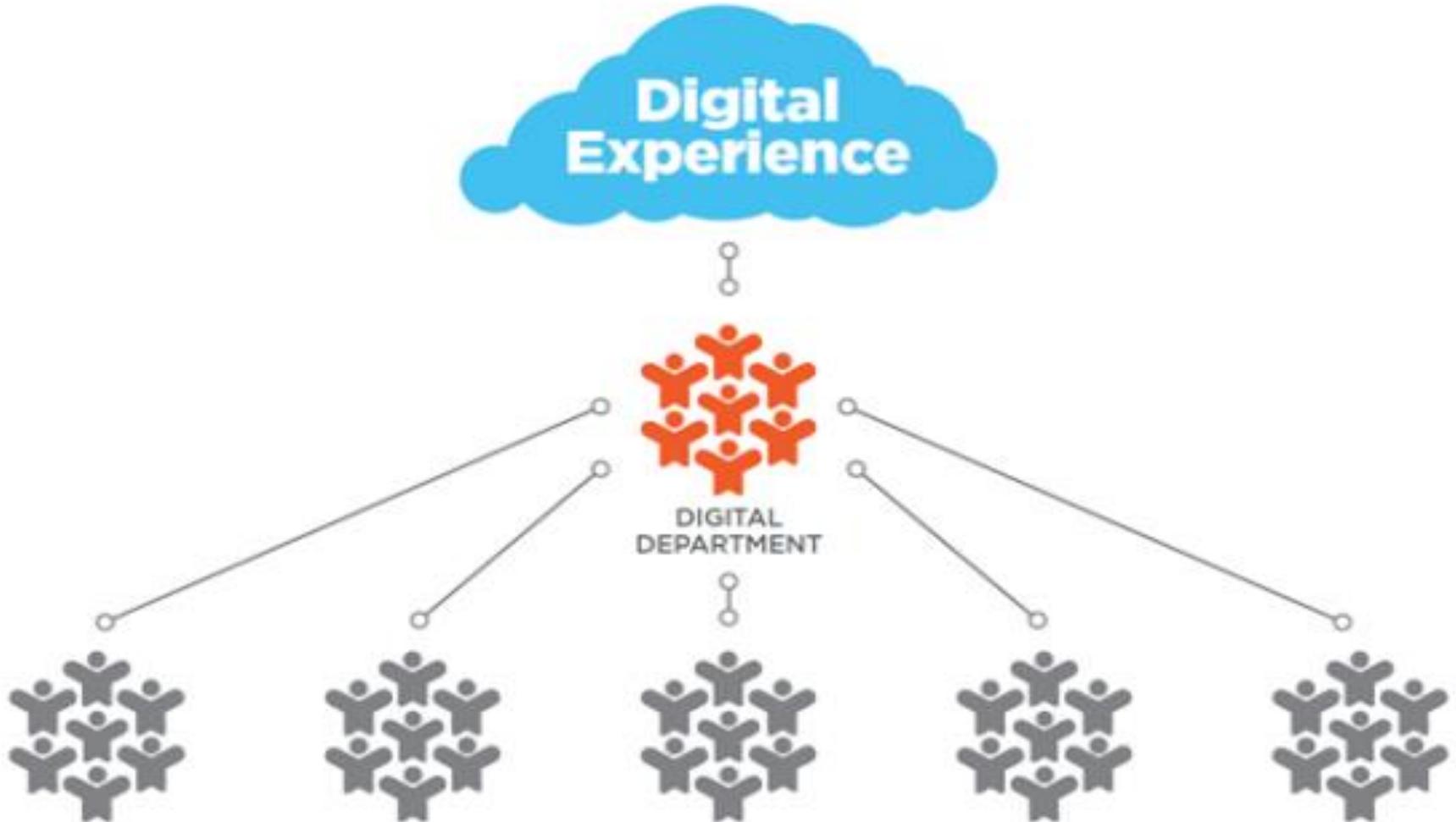
Objective: understanding long-term impact and influence

Digital: measurement, analytics

**Digital is a
mindset, not
a team**

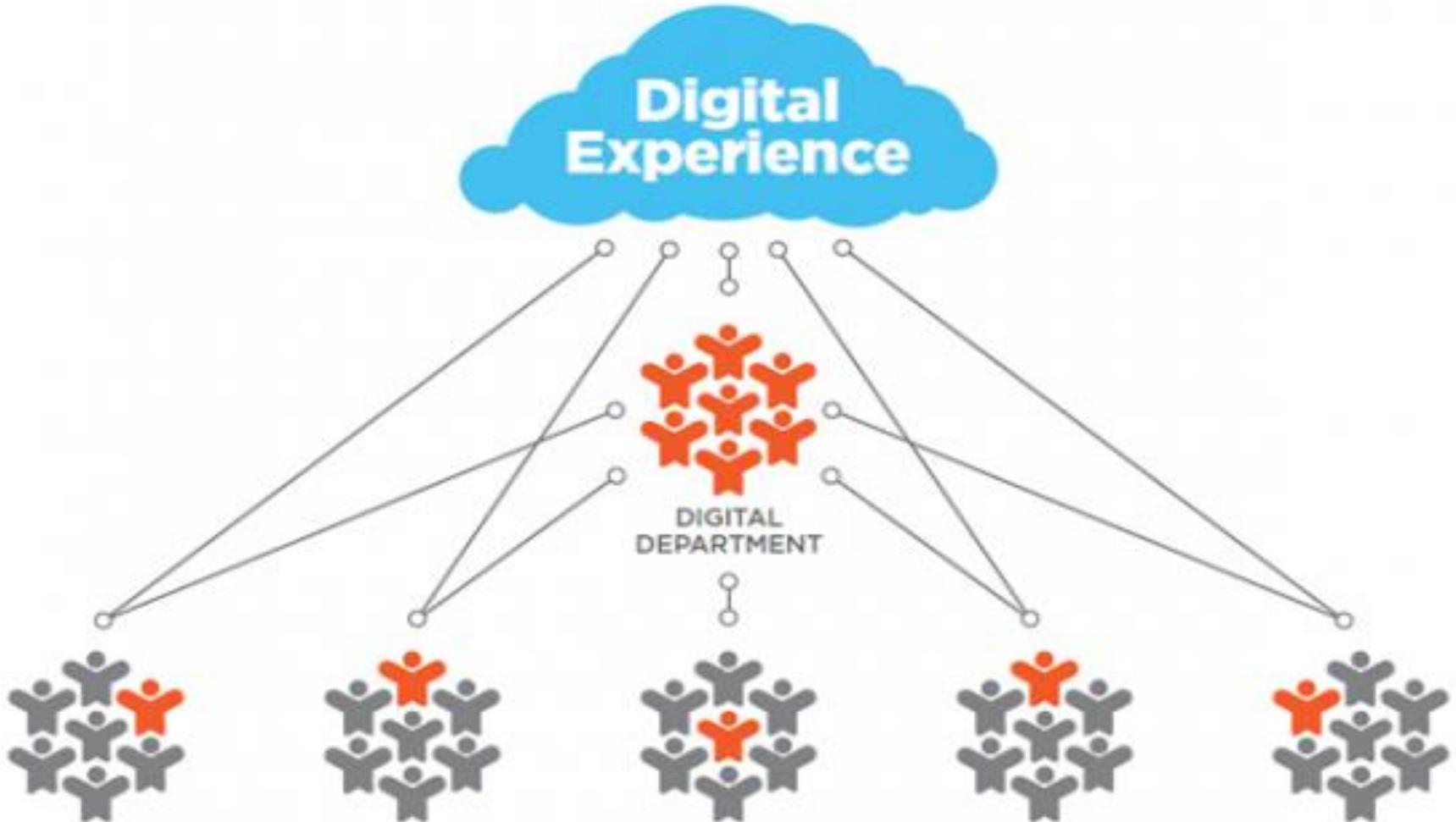
CENTRALIZED

-  Departments
-  People with Digital Roles



GOVERNANCE MODELS
HYBRID

-  Departments
-  People with Digital Roles



INDEPENDENT

-  Departments
-  People with Digital Roles



The best digital strategy is no digital strategy

- › You don't need a digital strategy
- › But you do need digital technology, skills, channels and tools to be part of your organisation's and departments' strategies
- › Centralised digital teams are still very common but increasingly it's all about embedding digital skills in other teams
- › One day there will be no digital team!

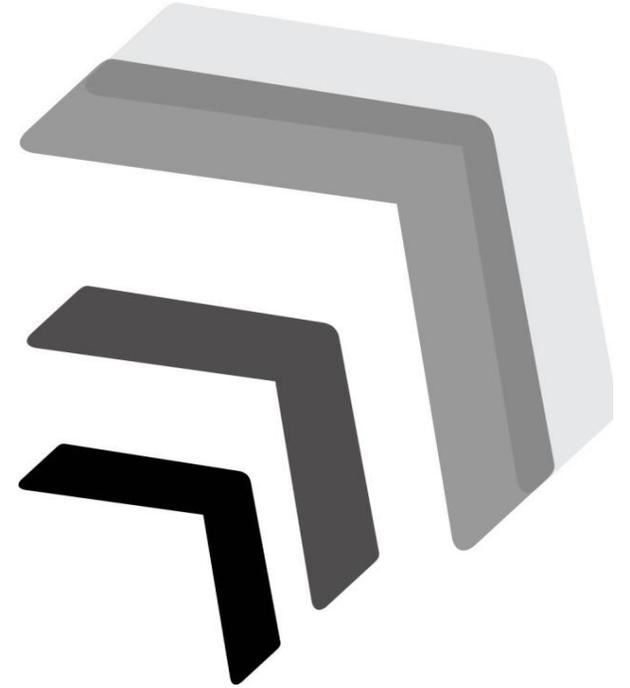
Thank you

Email me:

j.higgott@kingsfund.org.uk

Twit me:

[@jiggott](https://twitter.com/jiggott)



Discussion and feedback



Review and close