

Dos and don'ts of managing digital change

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May 21 2020

Hello!

- Brani Milosevic digital strategy consultant (worked at Save the Children, World Animal protection, CAFOD and on
- Was on the board of Greenpeace UK and War on Want
- Supporting a number of charities in digital change
- Digital strategy across fundraising, marketing, comms and campaigning
- Author of digitalmaturity.org self-assessment tool
- Certified Agile Leadership practitioner

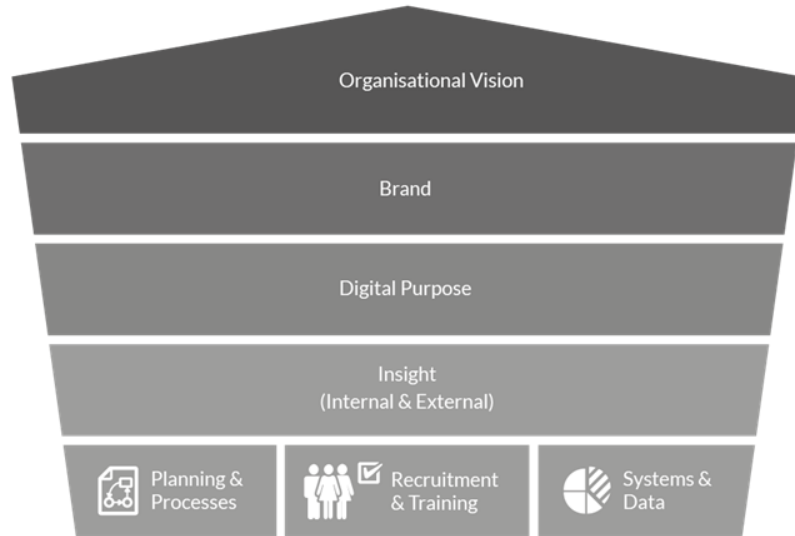
What's useful?

What would you like to get out of this session?

Let us know in the chat box

- 1 minute

Building blocks of digital strategy



Implementing the strategy

- **Why** are we doing this?
- **Where** are we heading?
- **How** will it work?
- **What** does it mean for my job?

Why are we doing this?

How does this digital strategy help achieve my organisation's objectives?

- Income generation
- Building supporter base
- Service delivery
- Policy change



Where are we heading?

Direct the Rider
Motivate the Elephant
Shape the path*

*Chip and Dan Heath - Switch: How & When Change is Hard



How will it work? (devil's in the detail)

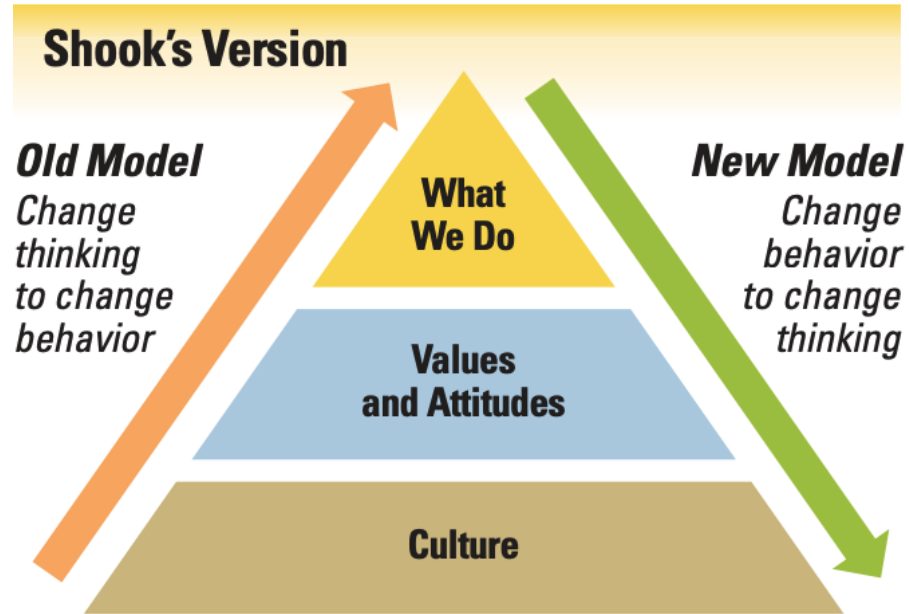
Pilot, test and learn

- Shows what's working, not working and what's missing across skills, technology and ways of working
- Helps staff see where their expertise is needed and can make a contribution
- Fix the basics and low-hanging fruit



What does it mean for my job?

- Change behaviour to change thinking
 - New ways of working/process
 - New structure
 - New skills
 - New people



* John Shook: How to change a culture: lessons from NUUMI

Top tips

1. Be clear where you are at (baseline)
2. Ensure that digital change vision is rooted in the ambition of your organisation
3. Keep explaining the vision to people
4. Pilot the new culture approach, involve main stakeholders, help them see their role in the new way of working
5. Fix the basics and low hanging fruit
6. Learn from the pilot and keep learning
7. Change need to be led/championed from the top
8. Do what re-enforces the new culture

What is the main thing you're taking away from this presentation?

Shout out or write in the chat box

Thank You.

Get in touch!

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