

Creating a Digitally Confident Third Sector in Scotland

Digital Strategy for Third Sector Leaders

Sally Dyson



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Creating a Digitally Confident Third Sector in Scotland

“The digital revolution has already happened
We are living in the aftermath”



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Disruption...



Alibaba, the most valuable retailer, has no inventory.



Uber, the world's largest taxi company, owns no fleet.

AirBnb, the largest accommodation provider owns no real estate what-so-ever.



Facebook, the most popular media owner, creates no content.



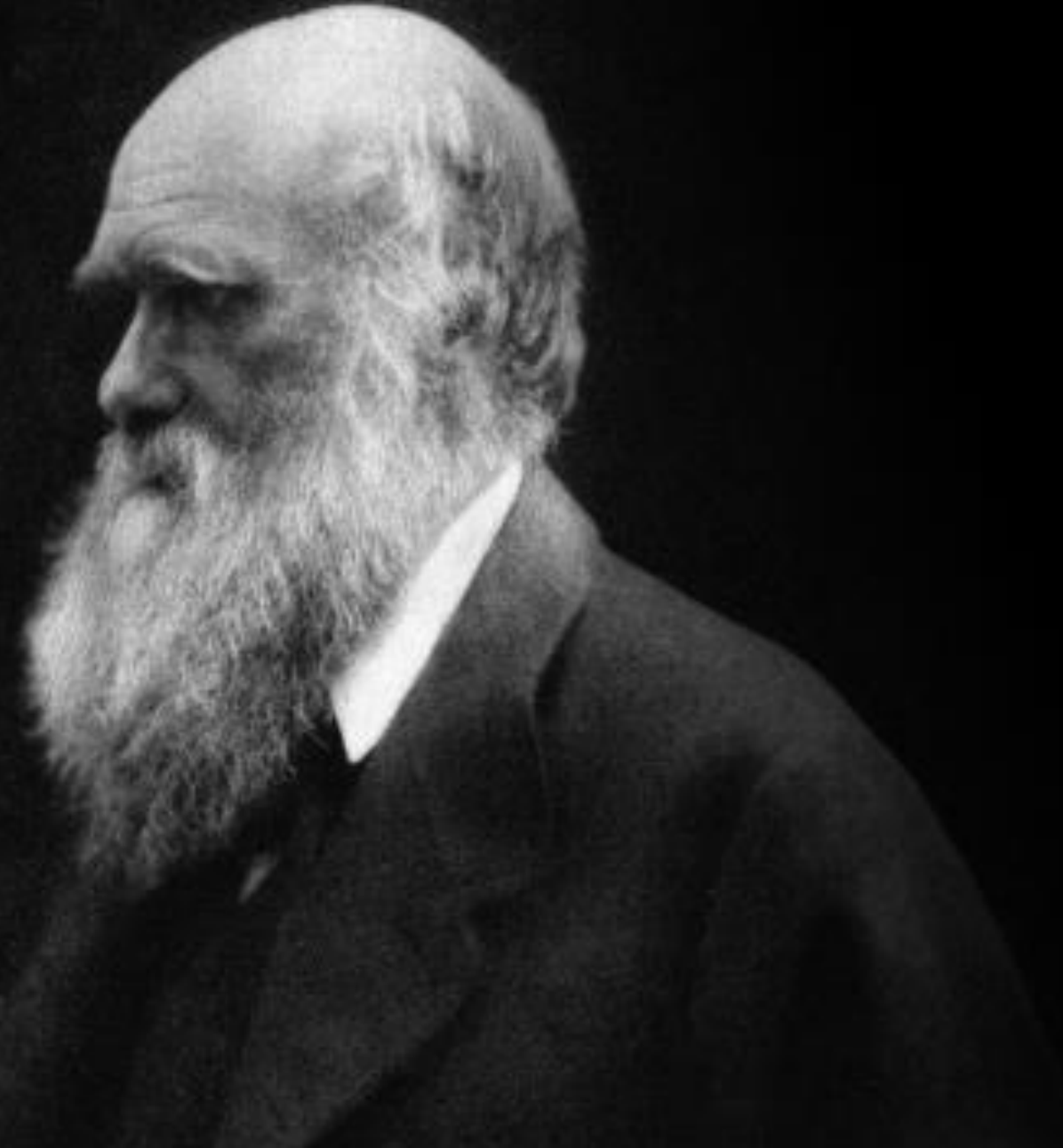
“

Change has never happened this fast before, and it will never be this slow again.

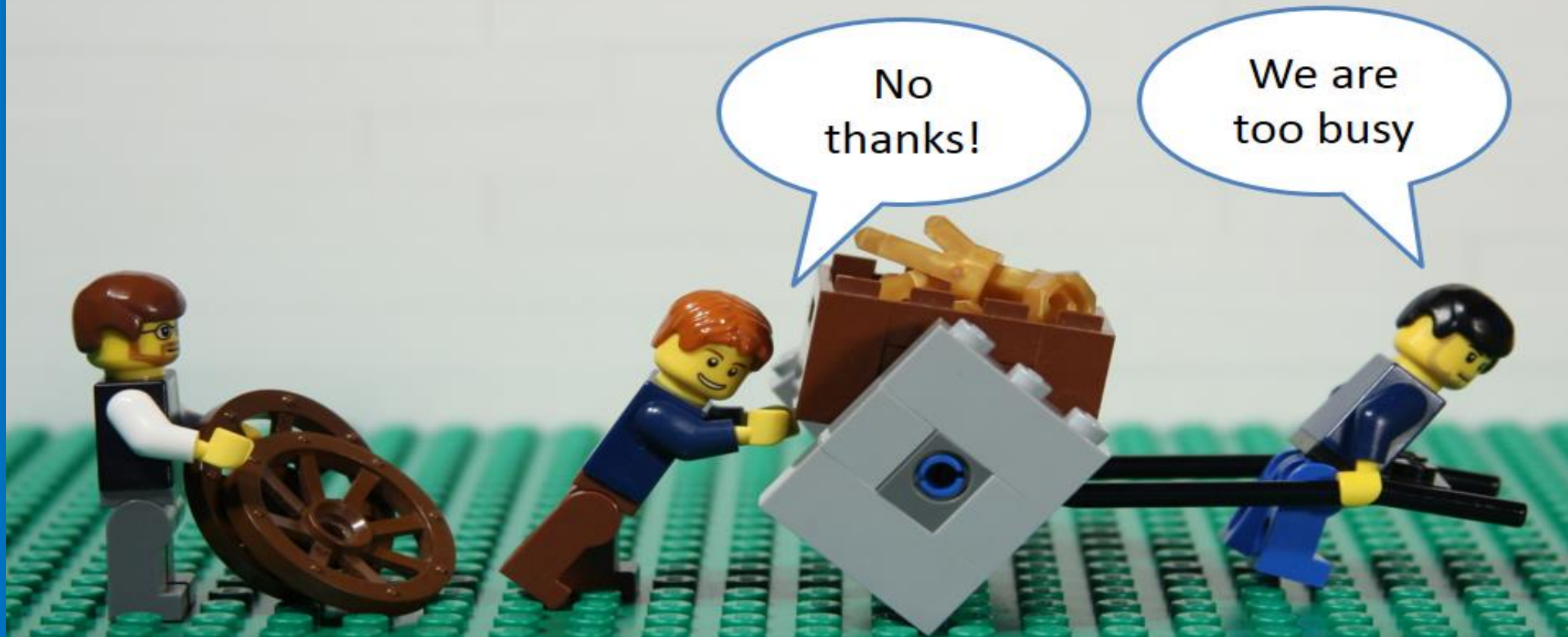
Gordon Moore, Intel

It's not the strongest
of the species that
survive, nor the most
intelligent, but the
one most responsive
to change

- *Charles Darwin*



Are you too busy to improve?



Håkan Forss @hakanforss <http://hakanforss.wordpress.com>

This illustration is inspired by and in part derived from the work by Scott Simmerman, "The Square Wheels Guy" <http://www.performancemanagementcompany.com/>



Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.

— *Steve Jobs* —

AZ QUOTES

Lessons from our Leaders Programme:

- Leadership
- Culture
- Service Design
- Flexible Technology
- Data Driven



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Creating a Digitally Confident Third Sector in Scotland:

A Call to Action

EXPLORE ADAPT INVEST COLLABORATE

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We need to **explore**

- Changed expectations of our service users, beneficiaries, trustees, donors, funders, stakeholders, staff and volunteers
- New technology and tools are available to support our work
- New ways others are solving long standing problems



We need to **invest** in

- Being curious, testing and learning; not simply to be seen as innovative, but to deliver better services
- Equipping people with the skills, equipment and resources to be effective in their roles
- Shifting from old technologies and bespoke systems to greater use of low-cost, off-the-shelf, cloud-based applications



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We need to **collaborate** by

- Sharing resources, skills and technology
- Using open standards, open data and open source platforms wherever possible



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Over to You!

Developing your digital strategy

	Where we are now	Where we'd like to be in 2020	Steps we need to take
Leadership			<ul style="list-style-type: none">• Explore• Adapt• Invest• Collaborate with
Culture			<ul style="list-style-type: none">• Explore• Adapt• Invest• Collaborate with
Service Design			<ul style="list-style-type: none">• Explore• Adapt• Invest• Collaborate with
Flexible Technology			<ul style="list-style-type: none">• Explore• Adapt• Invest• Collaborate with
Data Driven			<ul style="list-style-type: none">• Explore• Adapt• Invest• Collaborate with

Over to You!

Developing your digital strategy

- Each organisation represented in the group to take a relevant heading from those on the left
- Outline to the rest of the group where their organisation currently is
- Explore with the group what their aspirational end point is
- Complete the bullet points under each of the headings in the right hand column

