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

PROCESS ▶
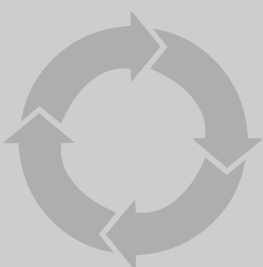
11
KEEP YOUR HORIZONS SHORT
Focus on one thing at a time and work in small, iterative steps. Pick a problem and put enough effort into fixing that before moving on

12
FIND WAYS TO INNOVATE
If you're not trying to disrupt what you do then someone else is. Set up an in-house R&D lab, or find a partner that can help you develop future ideas

13
CO-DESIGN WITH YOUR AUDIENCE
It has never been more crucial to be audience-centric. Involve your beneficiaries and supporters in all new projects as closely as possible

14
COLLABORATE AND PARTNER
Don't recreate systems, products or ideas. Work with the people and companies who are already doing it well

15
IF IT ISN'T WORKING STOP DOING IT
Stop doing anything that isn't core to your mission and isn't working well. If it *is* core but isn't working then make it a priority

16
ASSUME IT ALREADY EXISTS
There is a low-cost tool for almost any need or problem you have. From inventive uses for social media feeds to handy ways to enhance productivity

17
GO CLOUD-BASED
Improve efficiency, scalability, and collaboration whilst making it possible for your teams to work anywhere, not just the office

18
MODULAR NOT ONE SIZE FITS ALL
Don't try to find a one-size fits all solution. Take best in class, independent tools that talk to each other and plug them together

19
TRACK LIVE PERFORMANCE
Help everyone to understand and monitor impact by putting a live dashboard of current performance up somewhere noticeable in the office

20
MAKE SURE IT'S SUSTAINABLE
Make sure you can afford to support and maintain the kit your use. Not just to implement it in the first place

◀ TOOLS