LEADERSHIP IN A DIGITAL WORLD

Factsheet 4

Digital tools can improve your organisation's capabilities and capacity, but it can be difficult to know where to start. You need to ensure that you have the right skills to use them effectively.

NCVO have produced 10 Top Tips for running a digital skills programme

1
Think strategically
Tie digital training into existing strategies such as HR or your wider organisational strategy. This will help you get buy in across the organisation and makes it more likely your programme will succeed. Consider strategic aims when assessing your skills gap and planning training. Content needs to be relevant to your organisation.

2
Engage leaders and trustees
Digital needs to be part of the culture of your organisation. So support from leadership and trustees is essential. They have the influence and authority to drive long-lasting change.

3
Listen and adapt
Being user led and flexible is essential. You may need to adapt your programme as it progresses. Listening to feedback, comments and suggestions will increase engagement, attendance and impact.

4

Build confidence

You don't need people to become experts. You do want people to feel confident enough to try something new. Focus your sessions on building confidence. Use small group discussions, fun and practical exercises, and easy to follow tips.

5

Build engagement

Focus on engaged and enthusiastic people first. Use them to encourage those who are less interested or worried about their digital skills.

Offer the flexibility to fit with other demands. One-to-one sessions work well for those who may prefer extra support to group options.

6

Collect data

Collect data that will help you review your programme (attendance stats, feedback, general comments). You'll be able to show impact, see what's working and what needs to be improved.

Short online or printed evaluation forms after each session will give you valuable feedback from a user perspective.

7

Use internal comms

Use a range of internal communications to remind people about upcoming sessions. This can include email, chat posts, posters or desk flyers.

Focus on reasons why people should attend a session. Include benefits for individuals and teams as well as positive outcomes.

Use informal language and focus on words such as learning, sharing, confidence, effectiveness, efficiency etc.

8

Plan learning options

Use your survey to find out how people in your organisation prefer to learn. Include practical exercises, discussions, guides and external resources in your sessions.

9

Make it scalable

Focus on delivering effective sessions and keeping the programme manageable. You can add more as your programme progresses.

10

Have fun

The more approachable and friendly you can make your programme, the more likely you are to engage your colleagues.

Use funny images, quotes, soundbites and videos to liven up presentations. Playing games, using a strapline or mascot will help your programme stand out. And it will make learning more appealing.

In the first instance, it can be useful to assess your organisation's current digital maturity and how this compares to similar-sized organisations. Use SCVO's Digital Check-up (https://digital.checkup.scot/) to help identify your strengths and any gaps in the areas of:

Leadership, culture and skills
Digital is about how you think, how you behave, what you value, and what drives decisions in your organisation.

Tools and equipment
Which digital tools are your organisation making use of? There are a host of online tools and platforms out there to use.

Content, marketing and data
Digital tools and approaches make it easier to reach thousands of people, and hear about their needs and priorities.

Data management
Using digital tools means that you can access large amounts of real-time data, but a strategic approach is needed to make the most of this.

Cyber resilience & online threats
Putting more information online, and digitising transactions can mean you are more vulnerable to cyber attack, so cyber resilience is more important than ever.

Information provided by:
Home — NCVO Knowhow
https://digital.checkup.scot/

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