

# All Change: delivering digital transformation

Carolyn Royston

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@caro\_ft

# About me

- Consultant – specialising in digital transformation in the cultural sector
- Former Head of Digital at IWM
- Project Director of the National Museums Online Learning Project (V&A)



# Key questions

How is digital making us change how our organisations need to function?

How to kickstart a digital transformation process and introduce different mindsets for working and collaborating?

# What is digital transformation?

Changes and challenges associated with digital technology, across all aspects of your business.



- Audiences
- Commercial
- Infrastructure
- Governance

# Common organisational challenges

Lack of leadership and collective vision about digital and what it can do for the organisation

Operating in a silo culture – blocking not enabling

Focus still on organisation, not user driven

Priorities unclear, too many competing projects

Merging roles and responsibilities

Existing processes not suited to digital delivery

Low digital capability amongst staff

Increased digital delivery vs reduced resources/budgets

Resistance to change

# Thinking differently

Leadership  
and Vision



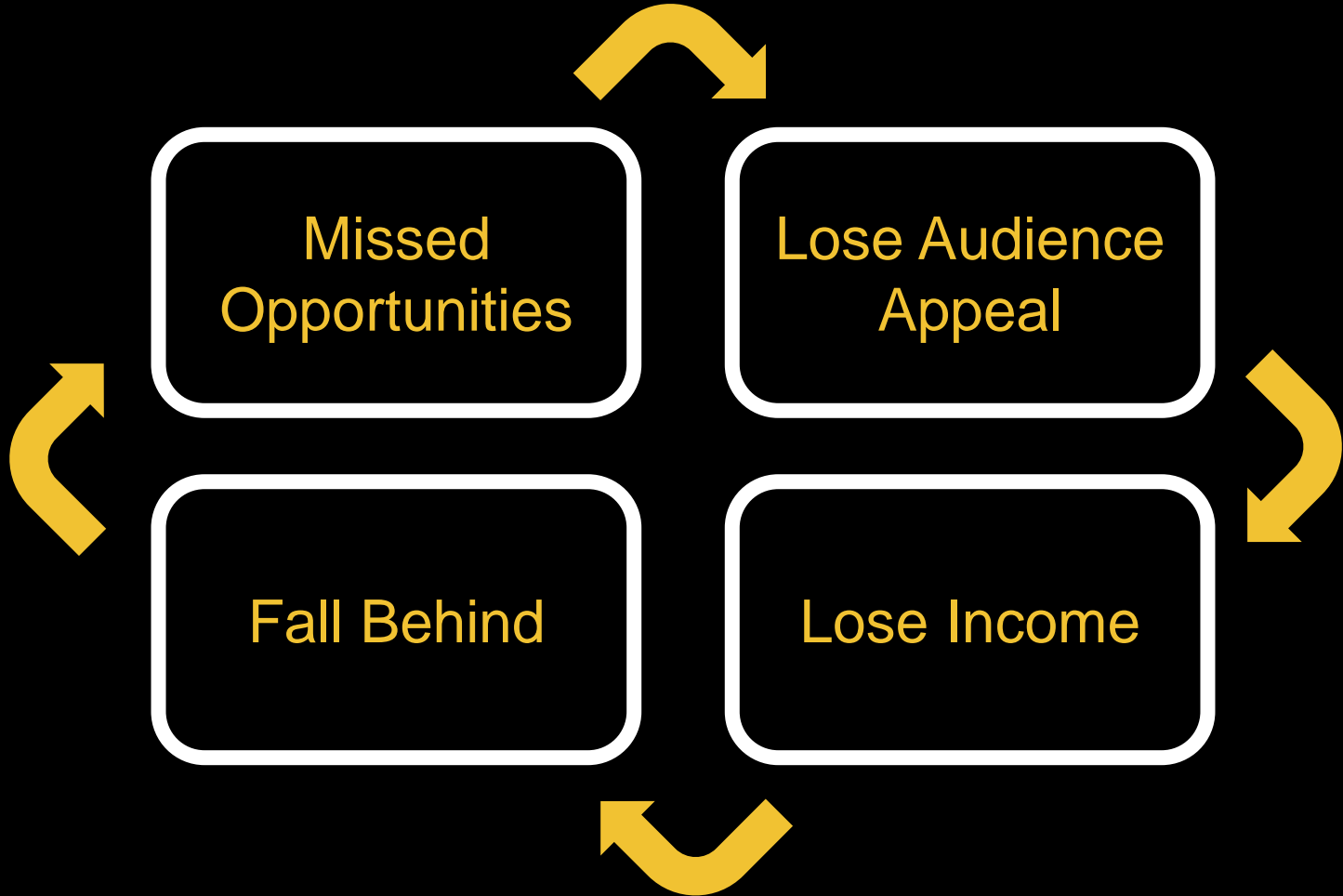
Audiences  
Staff  
Operations



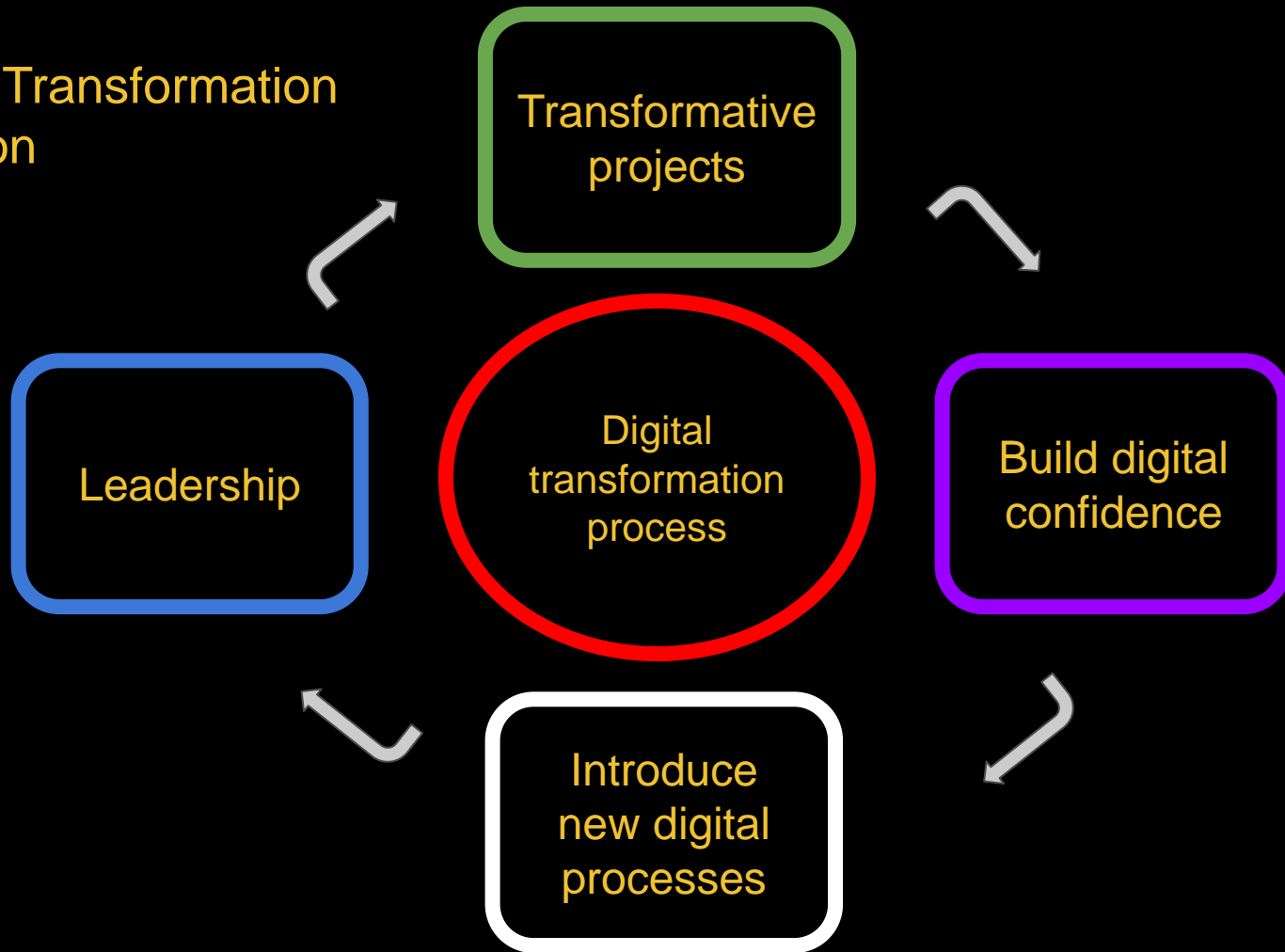
# Why now?

Key drivers:

- Digital disruption
- Increasingly connected audiences
- Financial pressures



Digital Transformation  
in action



# Why Transformational?

- Not a digital challenge, change in organisational thinking and culture
- Modify business processes – audiences, staff, operations
- Changes the way you work
- Impact for every area of the organisation

# Problem-solving

We have to think creatively to find solutions to these challenges and plan how to effect change?



**SPECIAL WEAPONS AND TACTICS**

Leadership  
and Vision



Audiences  
Staff  
Operations

## Leads to:

- Focus on audience needs
- Better prioritisation of projects, budgets, resources, time
- Staff working in new ways
- Introduction of new tools, methods, processes

like? How is it different from  
now?





# Thank you

Contact details:

Carolyn Royston

[croyston@blueyonder.co.uk](mailto:croyston@blueyonder.co.uk)

[@caro\\_ft](#)

[uk.linkedin.com/in/carolynroyston](https://uk.linkedin.com/in/carolynroyston)