



# BUILDING A MORE DIGITALLY SAVVY TEAM



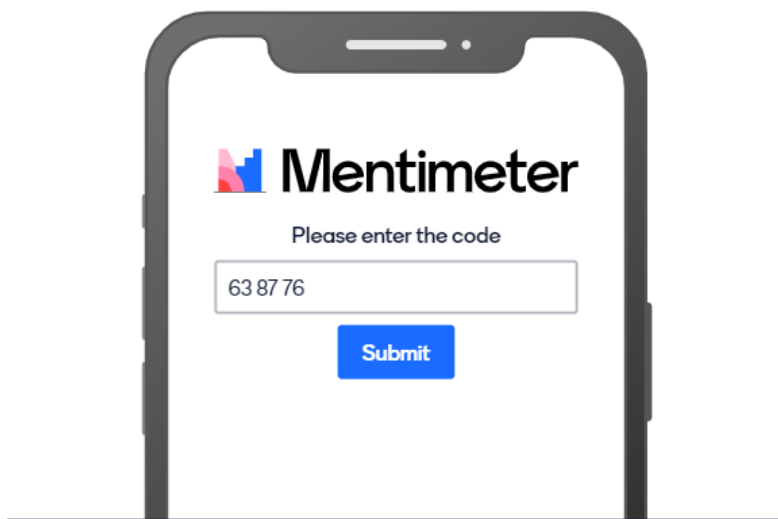
superhighways

harnessing technology for community benefit



Go to

**www.menti.com**



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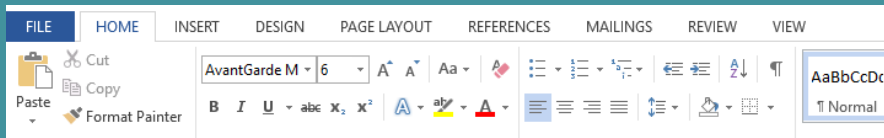
Or click on the link  
in the Zoom chat

<https://www.menti.com/8z7jobrrtg>

# What does DIGITAL mean to you?



# What's digital anyway?



# What is digital? Cafe Analogy

- Digitising processes - making use of tech and digital to operate more efficiently and effectively
- Basic digital infrastructure – upgrading devices & systems
- Digital skills and digital inclusion – upskilling staff and clients
- Digital engagement – comms & marketing
- New digital services – evolving in response to user need
- Organisational & service redesign and transition

# Digital is not something that you do, it is something that you are..

This doesn't mean you are the person that does the social media for your organisation or just something that the "digital team" does, this is a set of practices and behaviours that a whole organisation needs to adopt.

# CHARITY DIGITAL SKILLS REPORT 2020

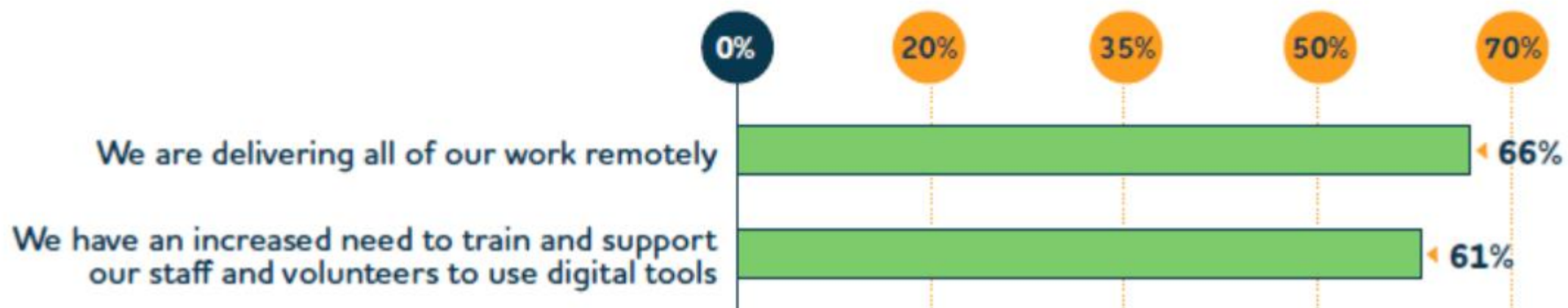


[Read the full report here](#)

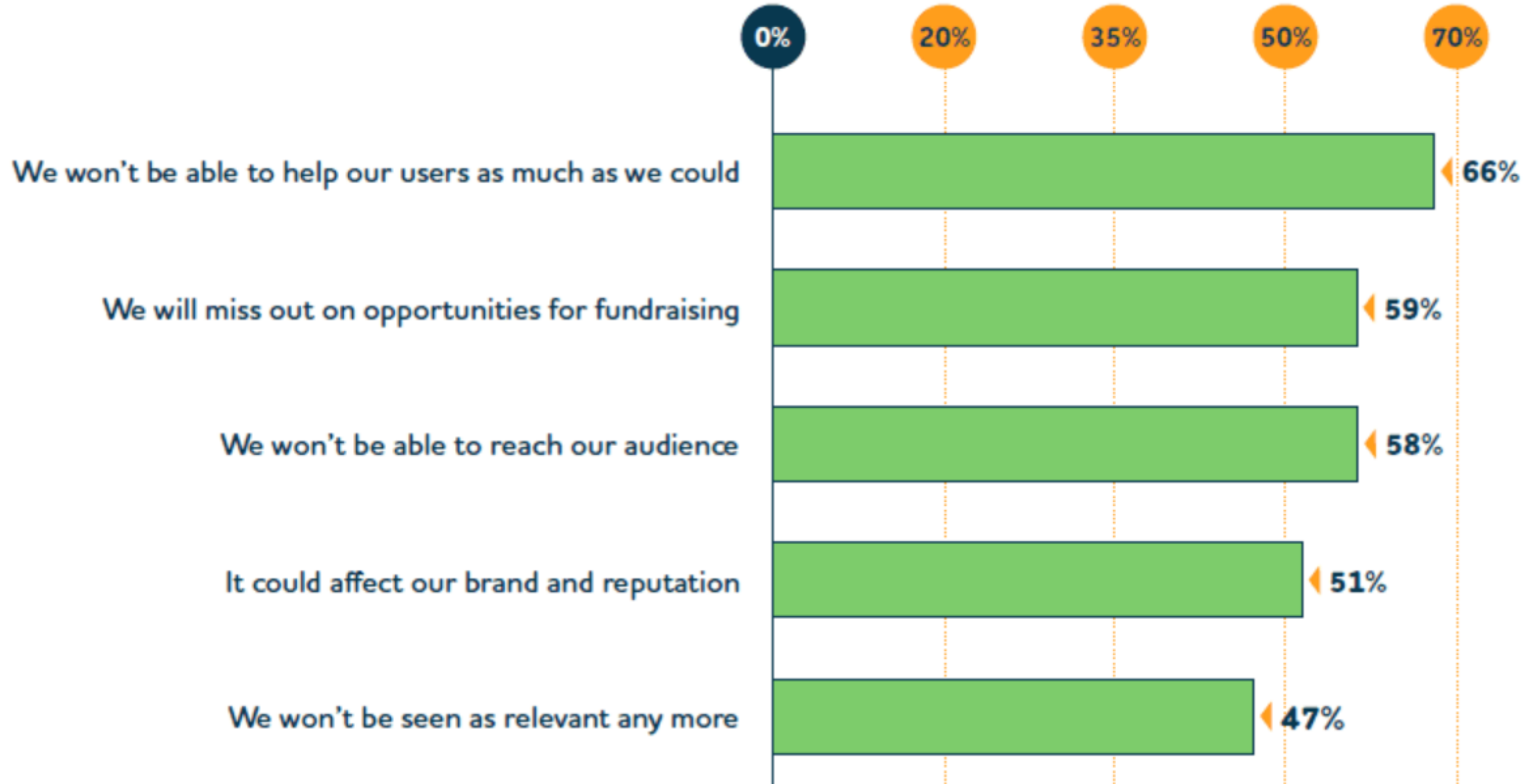
- The pandemic is the biggest cause of digital disruption in the sector this year. COVID-19 has been a push for the sector to embrace digital with the aim of staying relevant, helping more people and developing new ways of working, fundraising and offering services
- The cornerstone of all of this should be how charities are keeping pace with their users' needs, which are likely to be changing rapidly during this time of wider digital adoption.



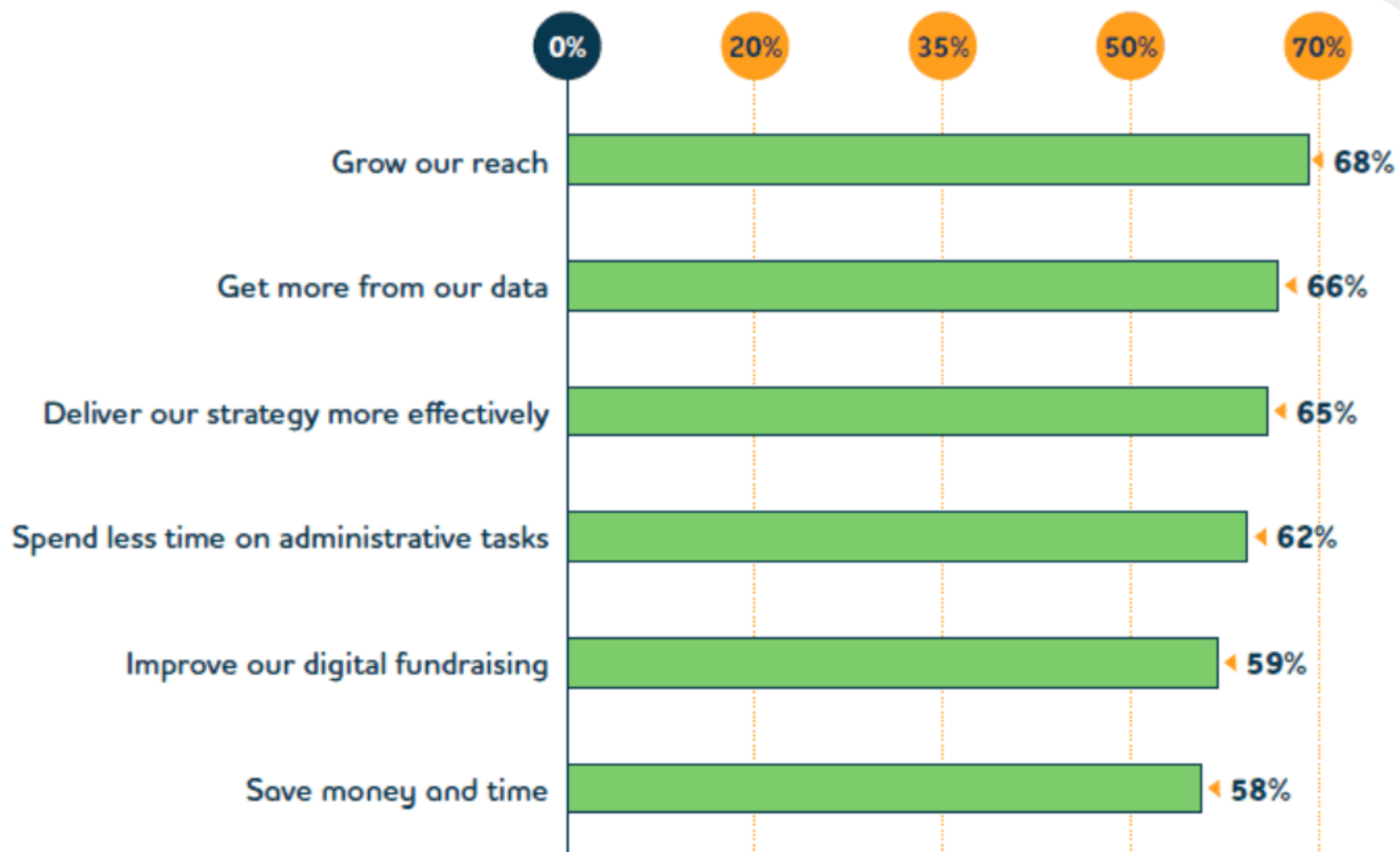
## HOW IS THE CORONAVIRUS PANDEMIC CHANGING YOUR CHARITY'S OPERATIONS IN TERMS OF DIGITAL?



# WHAT DO YOU THINK WILL HAPPEN IF YOUR BOARD OR LEADERSHIP TEAM DOESN'T INCREASE IT'S SKILLS AND CONFIDENCE WITH DIGITAL?



## WHAT COULD YOUR CHARITY DO IF IT INCREASED ITS DIGITAL SKILL?



# What digital skills have you learned during COVID-19?

Delivering online presentations, and exercise classes, and team meetings

How to host meetings online and creating interesting PowerPoints to share  
Being creative

how to use zoom

Never used video calls previously, now use Google Meets daily for work and have used Teams and Zoom on occasion. Slowly getting to grips with the rest of Google suite

Using zoom for socialising and work

Body language!

patience

google hangouts , zoom , having more confidence talking to a group of people via video conference

Teams and Zoom skills have built . Ways of being "disciplined" on Zoom.

Even the experts have problems

Different video calling apps available

How to elicit input from people

How to use Zoom, Microsoft Teams

Different functions on video calling programmes

# In the context of COVID-19

- Support for **basic remote working infrastructure** to enable continued operations including advising on cloud computing options and best practice e.g. key cyber security considerations to minimise risks of remote working / using personal devices
- Support for using digital tools and platforms to **collaborate internally & externally** – key to support organisational effectiveness and staff wellbeing during this time, and enable continued and new collaborations and partnership working
- Support for **digital communications** so groups can highlight how to access ongoing / new services, and stay in touch with vulnerable beneficiaries via websites, social media, email and messaging apps
- Support and training around **using digital to pivot delivery or move existing services & activities online** ensuring best practice, privacy and safeguarding issues are addressed

The New Reality



# Embedding in your organisation

**What are your key pain points / challenges?**

Invite your team to create User Needs Statements

**As a <Insert Job Role>**

**I need** to be able to **<Insert what they need to do>**

So **that** I can **<Insert goal they need to achieve>**

**Can digital help?**

# Here's some examples..

**As the Administrator I need** to know when there are vacancies in the houses **so that** I can accept incoming referrals

**As an Outreach worker I need** to be able to record information whilst I'm out and about **so that** I can maximise my time with clients

**As a House manager I need** to organise rotas **so that** we have the necessary staffing for 24/7 cover



# Building a learning culture

- Encourage curiosity – what's possible?
- Adopt a test and learn approach
- Start small & share successes
- Create spaces for peer support
- Informal learning / skills swaps etc
- Start at induction and build in training budgets & plans



Can digital help me do this better?

# DIGITAL MATURITY MATRIX

## How do you shape up?

Leadership and strategy

Expertise and capacity

Technology

Service design

Content

Communications and campaigns

Data and insight

Security and data protection

<https://tools.ncvo.org.uk/digitalmaturitymatrix>

# EXPERTISE AND CAPACITY

As an organisation, we understand and continually review the digital knowledge and skills of our staff, volunteers and trustees.

Where are we now?:

Choose an answer


Where do we plan to be?:

Choose an answer

Add your notes (optional):

We consider how to attract and retain staff, volunteers and trustees with the right level of digital skills and knowledge.

There are trustees on our board with digital skills, and all our trustees understand how digital can increase our impact.

We think creatively about how to grow our organisation's digital knowledge and skills by collaborating with other organisations, technical partners  and specialists.

Our staff and volunteers are supported to learn new digital skills and empowered to continually develop their own digital knowledge.

We share digital knowledge throughout our organisation and embed digital skills in staff development plans and job descriptions.

# Where can you turn for support?

- Superhighways! – [free online, bite size, digital & data training and Ask an Expert 1:1 advice sessions](#)
- Charity Digital – [webinars](#) & [podcasts](#)
- National Cyber Security Centre – [online learning for staff](#)
- Catalyst – [case studies, service recipes, and more](#)
- SCVO – [lots of resources, guides, recordings](#)
- Sign up to newsletters
- Google / YouTube!
  
- Any other recommendations?

# Becoming Digital Champions

## Could you help a member do the following

- Set up and use an email address?
- Complete a template budget planner using excel?
- Purchase and install a health and wellbeing app shop online?
- Connect to Wifi
- Identify a spoof email

[Essential Digital Skills framework](#)

## National Health Hub Network

Better Health Outcomes through Digital Inclusion

Kingston Digital Health Hub programme running till August 2021

[Make a referral](#)



# Useful resources



**Learnmyway** – [essential basic digital skills training](#)

**Digital Unite** – [resources for upskilling staff as digital champions](#)

**Department of Education** – [Essential Digital Skills Checklist](#)

# And some extra bits...

- Digi Safe. A step-by-step digital safeguarding guide for charities designing new services or taking existing ones online <https://digisafe.thecatalyst.org.uk/>
- Tools for building human connection in digital services / online spaces <https://www.thecatalyst.org.uk/blog/human-connection>
- Zoom transcription with Otter.ai <https://blog.otter.ai/zoom-transcription-services-for-remote-meetings/>
- Step by step guides for users to connect with Zoom (from phones or laptops) [https://superhighways.org.uk/files/index?folder\\_id=44179149](https://superhighways.org.uk/files/index?folder_id=44179149)
- Top tips for getting the most out of a video call Video (for clients) [https://youtu.be/\\_-DZ-9slguo](https://youtu.be/_-DZ-9slguo)



# Thanks for listening...

Kate White, Superhighways  
Philippa Leary, Superhighways

[info@superhighways.org.uk](mailto:info@superhighways.org.uk)

[www.superhighways.org.uk](http://www.superhighways.org.uk)

@SuperhighwaysUK

