

Digital transformation in practice – where to begin?

Anra Kennedy

1st March 2023, Community and Digitisation, InDICEs, Rome



In this talk ...

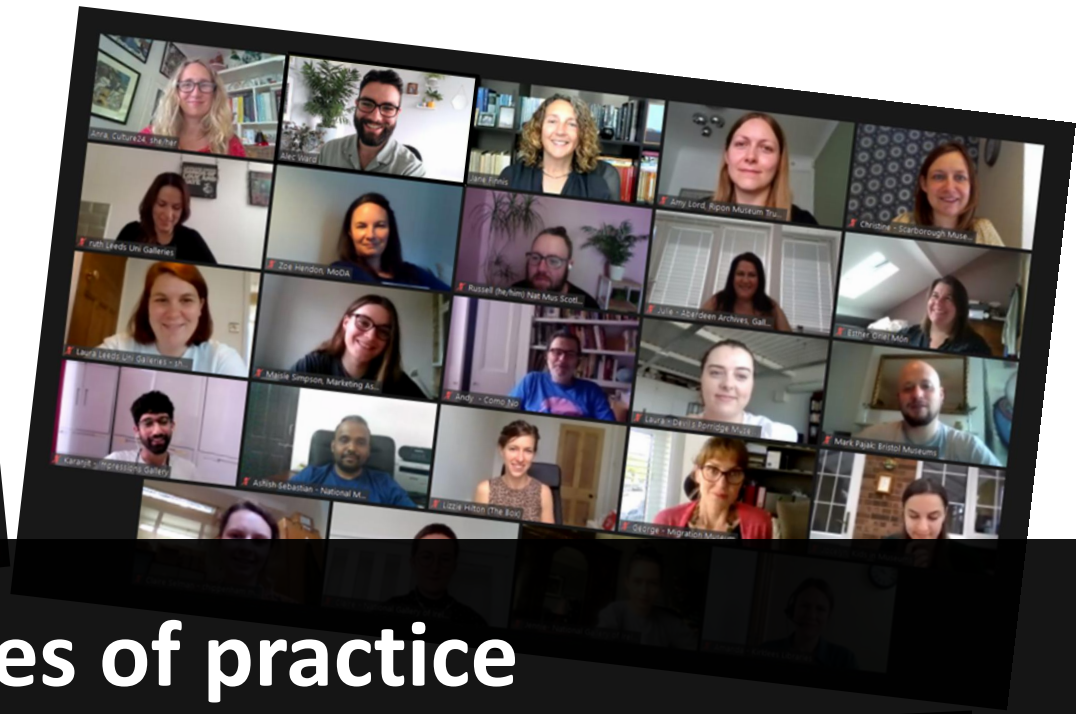
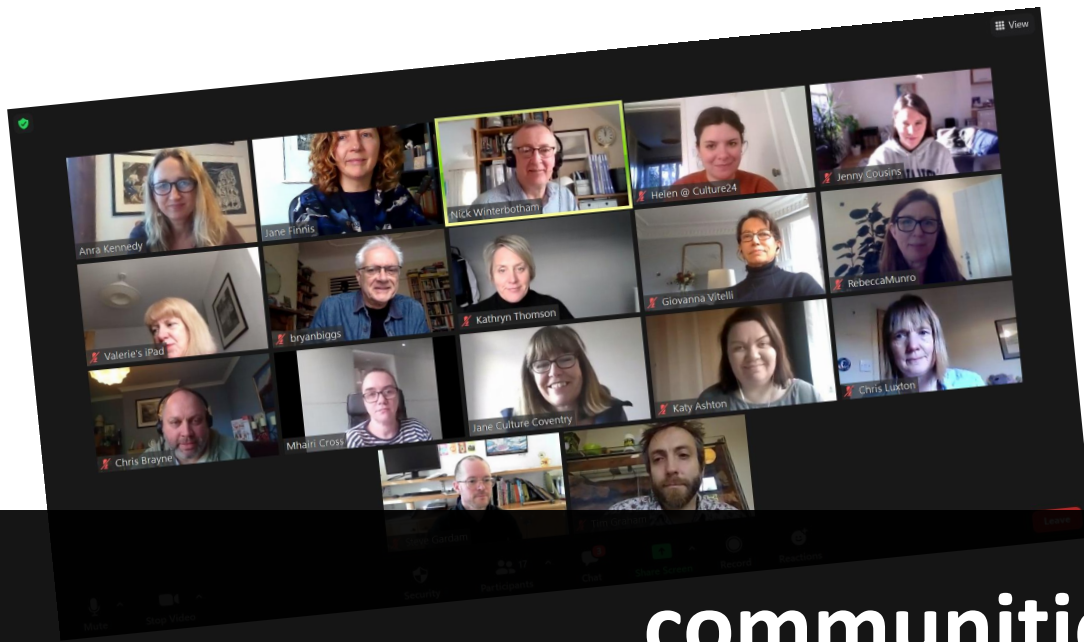
- Foundations & context
- Guide to Digital Transformation
- Starting points



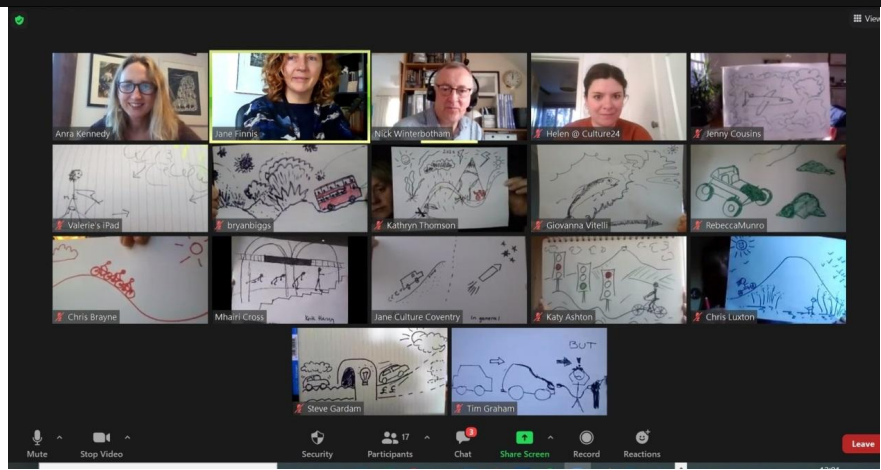


communities of practice





communities of practice





agents of change



one by one

building digitally confident museums

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Association of
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MDN
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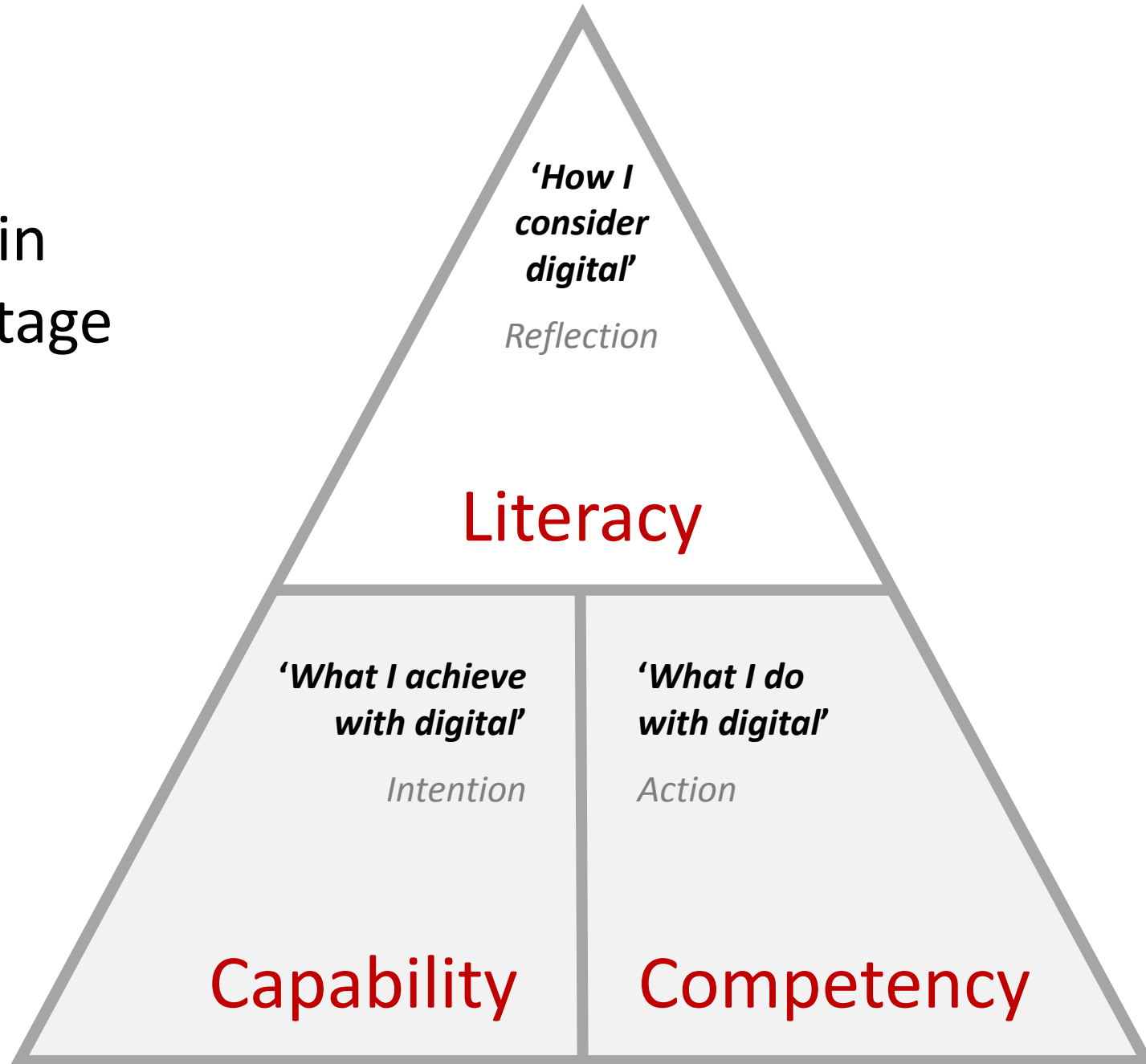


<https://one-by-one.uk/>

Digital activity in cultural heritage

How I use digital	How I understand digital
How I manage digital	How I create digital

Digital skills in cultural heritage



Definition

Digital transformation is both the process and the result of using digital technology to **transform** how an organisation operates and delivers value. It helps an organisation to **thrive**, fulfill its **mission** and meet the needs of its **stakeholders**.



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Guide to Digital Transformation in Cultural Heritage

Building capacity for digital transformation across the Europeana Initiative stakeholders

By the Europeana Initiative-wide Digital Transformation Task Force

Culture24, May 2022

Leads: Jane Finnis and Anra Kennedy



Europeana
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Europeana
Network Association



Europeana
Aggregators Forum

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2. **Mindset and culture:** open to learning and collaboration, people-centred, holistic
3. **Purpose and values:** ensure that digital (transformation) is purposeful and values-driven

For each recommendation -

- Why is this so important?
- What needs to happen?
- How do we, as **individuals, organisations and networks**, do that?

Starting points...



Overall, how digitally skilled and confident are you, your colleagues and your leadership team? How do you know?

Do you have processes and support in place for developing your digital skills and confidence and for monitoring progress continuously?

Is your organisation's leadership and governance digitally literate?



Are you personally **using** digital tools, systems and processes effectively in your role? Are they the right tools for the task?

Are you **managing** how digital is resourced? ... Have you considered both the upfront and ongoing costs of managing and maintaining your digital technologies, systems and tools as well as the digital skills development of your workforce and volunteers?



Digitally literate leadership.



Further reading from Europeana & Culture24

Task Force & Guide to Digital Transformation:

<https://pro.europeana.eu/project/digital-transformation-task-force>

Research and process:

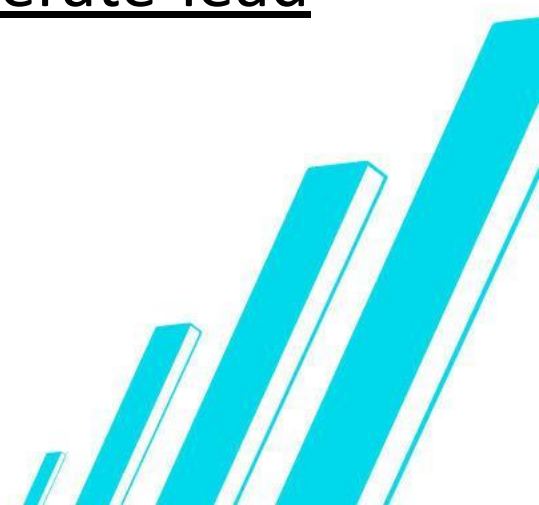
<https://pro.europeana.eu/page/building-digital-capacity>

Digitally literate leadership:

<https://digipathways.co.uk/pathways/developing-digitally-literate-leadership-in-heritage-organisations/>

Digital Pathways resource bank:

www.digipathways.co.uk



Thank you

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