



# ONE DIGITAL: SENIOR LEADERS PROGRAMME BROCHURE 2019

SCVO DIGITAL



Third sector leaders and decision makers.  
Leading the call for a digitally confident third sector.

# THE DIGITAL REVOLUTION HAS ALREADY HAPPENED...

...but with 55% of charities viewing a lack of digital knowledge at board level being a key barrier to progress, there is a danger that some charities are being left behind.

Digital technologies offer the unique opportunity to both improve the quality of services and reduce costs, while also being an increasingly important aspect in securing funding.

Leaders in the third sector do not need to be digital experts, but do need to lead change which will enable organisations to be fit-for-purpose in a digital world.

Third sector leaders have recognised the need and want to build want their skills, confidence and understanding of the opportunities digital provides, and the Senior Leaders Programme has been developed to help meet this need.

These are the five key themes for the One Digital: Senior Leaders Programme structure:

- Being an effective digital leader
- Being driven by data
- Becoming cyber secure
- Understanding the importance of digital, user experience and service design
- Using flexible technologies to organisational advantage

## 5 REASONS TO JOIN THE PROGRAMME:

1. A leadership programme designed by third sector leaders, for third sector leaders.
2. A unique opportunity to connect with other charity decision makers and challenge the status quo.
3. Direct access to industry leaders, academic research and six months of dedicated support from our skilled and experienced facilitators for a fraction of standard costs.
4. A programme where you can discover the unknown, illuminate the possible and increase your confidence to lead the call for a digitally confident Scotland.
5. Learning that challenges you to see yourself and your organisation differently and to use your position to drive change.

# Alumni Testimonials

“Since being a participant I have felt more confident in articulating a business case for investment in digital and also looking for additional funding for this. The course was also excellent for sourcing free/ low cost solutions. I see the barriers and challenges now as less of an issue than before - I am much more aware of what is possible and how to get there, including who to ask for help/ advice.

The peer support of the cohort members was a massive help over the course. They were a great group and have been so generous with their learning. I am always willing to say if I don't understand something (including to my team), but there is a comfort and confidence that comes from being with peers and learning together which is definitely unique. As a leader, I have grown in knowledge and confidence over the course.”



Justina Murray CEO  
Scottish Families Affected by Alcohol and Drugs

Alumni 2018  
One Digital: Senior Leader Programme

“Participation in One Digital has been transformational for us. We now have 2 board members who can support digital change at governance level; we have enlisted the help of Highlands and Islands enterprise for two digital audits, the second of which will give us six days of input to look at our organisational goals and how digital can support us to meet these.

We're currently mapping our student/clients pathways and investigating how digital can be used throughout.

I'm reviewing some software (Interact Intranet) which includes Salesforce as well as having a range of other potential benefits.

Jenny Liddell CEO  
Cantraybridge College

Alumni 2018  
One Digital: Senior Leader Programme



# FACILITATORS AND SPEAKERS

Sessions will be facilitated by Ross McCulloch, Director at Third Sector Lab and Be Good Be Social and Maddie Stark, Digital Development worker SCVO's One Digital Team.

Speakers for the Programme are dynamic leaders from a range of public, private and third sector organisations. These will be confirmed prior to commencing the Programme. Previous speakers have included:

## On Leadership:

- Jenny Paterson, Director for Scotland, National Autistic Society
- Emma Gilles, Partner at Gartner Scotland

## On Culture:

- Steven Rose, Co-founder and Chief Customer Officer, Big Data for Humans
- Jacqui Taylor, Chief Executive, LifeLink

## On Service Design:

- Cat McCauley, Head of User Research and Service Design, Scottish Government
- Lauren Currie, Head of Design, Good Lab

## On Flexible Technology:

- Mike Hall, Senior Engineering Manager, Skyscanner

## On Utilising Data:

- Brian Hills, Head of Data, The Data Lab
- Chris Yiu, Senior Policy Fellow for Technology, Tony Blair Institute for Global Change

## Eligible Participants:

SCVO's One Digital: Senior Leaders Programme is aimed at 'Senior Leaders'; Chief Officers and Department Heads, those with the authority to bring about real, active change in their organisation through digital.

## Commitment:

Successful applicants are expected to attend all dates for their selected cohort and have a willingness to do work ahead of each session. Taking part in the Programme requires commitment of both time and input – before, during and after the sessions.

## Cost:

Whilst in previous years the programme has been fully funded, this year a charge of £500 is being made. This charge is necessary to continue to run the programme, and represents a contribution towards the residential stay at the beginning of the programme and the costs of speakers, facilitators and resources through the six-month course.

# A word from our Programme Facilitator:

SCVO's Senior Leaders Programme is a unique opportunity to connect with other charity decision makers, unpick what a digital change will look like in your organisation and understand the tools, techniques and resources available to make that change.

Being part of the programme gives leaders a safe space to talk openly about their challenges – allowing them to focus on how digital is a tool to focus on the people that you support alongside those who work and volunteer for your organisation. Evolving your culture, service delivery, fundraising and more.

You'll get a chance to connect with digital experts working in world-leading tech firms as well as other charities. You'll also receive a huge range of support from the SCVO digital team.

This programme isn't a talking shop or a series of workshops. It's a holistic programme designed with other sector leaders to ultimately transform the charity landscape. We're looking for senior leaders who really want to get to grips with digital as a tool for positive social change. We need people who want to get started today

If this sounds like an opportunity for you we can't wait to hear from you.



Ross McCulloch  
Programme Facilitator  
One Digital: Senior Leader Programme



Structure:

Two cohorts will be run on the dates outlined below. Session will start at 10 a.m. and finish at 4 p.m. At the start of each session an expert speaker will provide an input and the rest of the session will be devoted to the action learning set. The locations of each session will be determined based on cohort member locations.

Month	Cohort A	Cohort B	Theme
January	22/01/19- 23/01/19	22/01/19- 23/01/19	Kick-off and Action Learning/ Leadership and Culture
February	19/02/19	26/02/19	Flexible Technology
March	19/03/19	16/03/19	Service Design
April	23/04/19	30/04/19	Utilising Data
May	21/05/19	28/05/19	Cyber Threats & Resilience

## EXPECTED OUTCOMES AND BENEFITS

Participants are expected to:

- Form a clear understanding of what your organisation's challenges are and knowledge of how digital approaches can help overcome these.
- Establish and contribute to a sustainable third sector leadership peer support network to help address current and ongoing organisational challenges.
- Commit to and drive transformational change in your organisations to maximise your impact on individuals and communities.

### Application Process

You can access the online application form for our 2019 One Digital: Senior Leaders Programme [here](#).

Application Activity	Date
Applications open	19 <sup>th</sup> September 2018
Closing date (midnight)	31 <sup>st</sup> October 2018
Confirmation of success	30 <sup>th</sup> November 2018

If you are interested in our One Digital: Senior Leaders Programme and would like to discuss this further before applying, please email [onedigital@scvo.org.uk](mailto:onedigital@scvo.org.uk).



LOTTERY FUNDED



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