



SCVO Digital : Senior Leaders Programme 2020

Do you have 2020 vision?

Let's find out!





73%

of voluntary sector organisations want their senior team to offer a clear vision of digital and what it could help them to achieve.

The digital revolution has already happened, but with 55% of voluntary sector organisations viewing a lack of digital knowledge at board level being a key barrier to progress, there is a danger that some are being left behind.

Leaders 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. SCVO's Senior Leaders Programme has been developed to meet the needs and ambitions of our sector's leaders: building their skills, confidence and understanding of the opportunities digital provides.



The main thing for me was confidence...I felt that I have been given the 'digital' remit within my organisation but not felt equipped to move it forward. The programme has helped me build that confidence and realise that we are all on a journey and we don't have all the answers, but that doesn't mean that I can't lead the process.

Maria Ashley, Firstport

These are the five key themes for the SCVO Senior Leaders:

- 1** Leading effectively and creating an ambitious and curious culture
- 2** Being driven by data
- 3** Becoming cyber secure
- 4** Understanding the importance of digital, user experience and service design
- 5** Using flexible technologies to organisational advantage



Part of the SCVO Digital Ecosystem

Our Senior Leaders Programme is part of SCVO's Digital ecosystem, an interconnected network of opportunities that interact with one another within the change environment. There's no 'right' entry point to our Digital Ecosystem, every organisation has a different journey, whether it's digital champion training, cyber resilience grants or finding digital trustees.



As a voluntary sector leader, you're in the position to embrace and harness the wealth of opportunities that digital can bring to your organisation. You will have a unique opportunity to work alongside and collaborate with other leaders who share your vision for change.



The programme highlighted the scale of digital activity underway across the sector. This single reassurance helped normalise digital transformation. It felt like pioneering work before the Course.

Neil Richardson OBE, Turning Point Scotland

We've made a huge amount of progress since starting the programme. I think having a framework to guide my thinking has helped me to focus on smaller chunks of work and make changes happen in a manageable way.

Jane Griffin, LGBT Youth Scotland

5 reasons to sign-up:

- 1** A leadership programme co-designed by voluntary sector leaders, for voluntary sector leaders.
- 2** A unique opportunity to connect with other decision makers and challenge the status quo.
- 3** Direct access to industry experts, academic research and six months of dedicated support from our skilled and experienced facilitators for a fraction of standard costs.
- 4** 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

[More](#) ▶



Alumni testimonials cont.



My role was new in the organisation when I started the course and a lack of confidence in the digital area was one of the main issues facing the organisation. I now feel more confident personally and this is reflected in my leadership of our team. Cyber resilience wasn't really on our radar before the course but we have now completed a risk assessment and gave a long term plan to work towards Cyber Essentials accreditation.

Dawn Ewing
Bumblebee Conservation Trust
Alumni 2019



Senior leaders from the Class of '19



Ross McCulloch Managing Director/Third Sector Lab (Facilitator), **Maddie Stark**, Digital Development Officer/SCVO (Facilitator), **Ros Dowey**, Director of IT and Digital/Aberlour, **Zara Kitson**, Head of Community Engagement/Prince's Trust Scotland, Zara is 'holding' **Elaine Cameron**, Head of Corporate Services/Includem, **Dawn Ewing**, Head of Strategy and Development/Bumblebee Conservation Trust, **Caroline Swales**, Head of Finance and Administration/Aberdeen Foyer, **George Haggarty**, Information and Communication Technology Manager/Key Housing Association, George is 'holding' **Leon Wylie**, Lead Officer/Hepatitis Scotland, and **Patrick MacKay**, Operations Manager/Turning Point Scotland.



A word from our facilitators...



Maddie Stark

Digital Development Officer for SCVO's Digital team

As a voluntary sector leader, it is your responsibility to lead an organisation that embraces change, creating a service fit for purpose in the 21st Century and beyond.

Since its inception our senior leader programme has worked with over 90 voluntary sector leaders to help and support them to successfully navigate the digital landscape and be a leader in the 21st Century.

As a participant on our programme you will learn what it means to be:

- ✓ Visionary, have a clear sense of purpose and direction in the long term and in the face of short-term uncertainty, get to know your hedgehog
- ✓ Make informed decisions, using data to make evidenced based decisions and quiet down the inner HiPPO
- ✓ Adaptable, taking advantage of flexible technologies and be able to respond and move quickly
- ✓ Curious, designing a service that meets the needs of the people using it, asking questions, listening and trying things out
- ✓ Bold

Embrace the change and [apply](#) to the SCVO senior leader programme.

[More](#) ▶



A word from our facilitators...



Ross McCulloch

Director at the [Third Sector Lab](#)

SCVO's Senior Leaders Programme is a unique opportunity to connect with other voluntary sector 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 voluntary sector organisations. You'll also receive a huge range of support from the SCVO digital team and beyond.

This isn't a talking shop or a series of workshops. It's a holistic programme designed with other sector leaders to ultimately transform the landscape. No two cohorts are the same. 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.



Speakers

We aim to stimulate ideas and discussion by bringing in guest speakers for each session, adding in some extra colour and real-life experience. These dynamic individuals are all leaders in their respective fields, drawn from public, private and voluntary sector organisations. These speakers will be confirmed prior to the residential session. Previous speakers have included:

On leadership and culture

Jacqui Taylor

Chief Executive,
Lifelink

Emma Whitelock

Chief Executive,
LEAP

On cyber security

Derek Gordon

Director PwC, Identity and
Access Management

John Fitzgerald

Digital Evolution Officer,
SCVO

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

Kyle Usher

Programme Manager (Scotland),
Innovation Programmes

On utilising data

Scott Hollinshead

Operations and Governance
Manager, Street Soccer Scotland

Brian Hills

Head of Data,
The Data Lab



Eligible participants

We are specifically targeting '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 requires a commitment of both time and input – before, during and after the sessions.

Cost

This year the cost is £600 (plus VAT). The fees cover the residential stay at the beginning of the course, venues, speakers and facilitator fees, and all your resources.



So many new concepts and ideas! It opened a whole new world to me of 'the possible'. I feel less scared of digital now compared to before. Surprising to me is that I now feel quite drawn to really exploring some of these digital methods we learned about even though I am really quite the beginner at all of them.

Su Millar, LifeCare



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 '20	23 – 24 January		Kick-off and Action Learning/ Leadership and Culture Explore and examine your approach to leadership and your organisation's 'change-culture'
February '20	17 February	26 February	Service Design Look to design and evolve your services with the user at the heart; accessibility, content and usability
March '20	18 March	25 March	Utilising Data Learn see data as a resource and as an opportunity to learn from your stakeholders through their actions and behaviours
April '20	22 April	29 April	Flexible technology Consider how the use of flexible technologies could improve your efficiency, your service delivery and your recruitment and retention
May '20	20 May	27 May	Cyber Threats & Resilience Understand the risks that can be posed through the use of technology; mitigating and resilience to threats
June '20	24 June		Your digital road map What you know, what you don't know and what your organisation will do next



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 voluntary 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.



“Networking with other organisations is not something I regularly do, or have ever done, but I found this to be invaluable, I now feel part of a large support group, and members are so willing to offer help.”

[Caroline Swales, Aberdeen Foyer](#)



Application process

Apply online for our 2020 Digital Senior Leaders Programme **here**

Applications open

27 September 2019

Closing date (midnight)

31 October 2019

Confirmation of success

8 November 2019

If you are interested in the SCVO Senior Leaders Programme and would like to discuss this further before applying, contact us at:

digital@scvo.org.uk

The Scottish Council for Voluntary Organisations (SCVO) is a Scottish Charitable Incorporated Organisation. Registration number SC003558.

SCVO Digital

