

Demystifying your digital transformation

Practical steps towards achieving your goals



Introductions

Box UK specialises in the design and delivery of user-centred web and mobile experiences for ambitious, disruptive and innovative member organisations.



Royal College
of Nursing

RIBA



bacp

British Association for
Counselling & Psychotherapy

nct



Andrew Beaney
Head of Consultancy



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Questions?



@boxuk

So, digital transformation...



...personal to your organisation

**...freeing up efficiencies within old
ways of working**

**...making processes and procedures
seamless and friction-free**

...releasing your staff for more valuable activities

...connecting people

In membership?

- ✓ Improving the Join experience
- ✓ Making renewing membership easy
- ✓ Integrating systems to provide a seamless and personalised experience (CMS/CRM etc.)
- ✓ Streamlining content to better serve the audience
- ✓ More effectively communicating with employers

In essence?

A close-up photograph of several hands of different skin tones stacked together in a circle, palm up. One hand has red nail polish, and another has a black braided bracelet. The image is semi-transparent with a dark overlay, serving as a background for the text.

It's delivering **added value for users**
while also bringing your organisation's
online channels **up-to-date** and into line
with the **modern digital experience**.

A close-up, slightly blurred photograph of a person's hands. One hand is holding a smartphone, and the other is resting on a laptop keyboard. The background is dark and out of focus. Overlaid on the image is white text.

It's also a **huge opportunity** to **reshape your membership organisation** around the opportunities and constraints that digital presents.

Your challenge?

webuyanycar.com



The UK's favourite car buying service

amazon



The online supermarket



Google



theguardian

BBC
NEWS



comparethemarket.com™

But how?



**This is not a
textbook exercise**



Figure out what needs to change



**Figure out what needs to change
(and how to implement that)**



**Fig
(an**

**o change
that)**

Then figure out
how to make that
change stick...

C

E

Six steps to digital transformation

Six steps to digital evolution

1. Talk to people
2. Identify where you need to go
3. Create a buzz
4. Prioritise
5. Manage the change - make it stick!
6. Make it “normal”

1

Talk to people



Talk to people

Listen to people



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“The response and feedback captured proved invaluable to the further development of the website.”

- **Paul Newman, RCN**



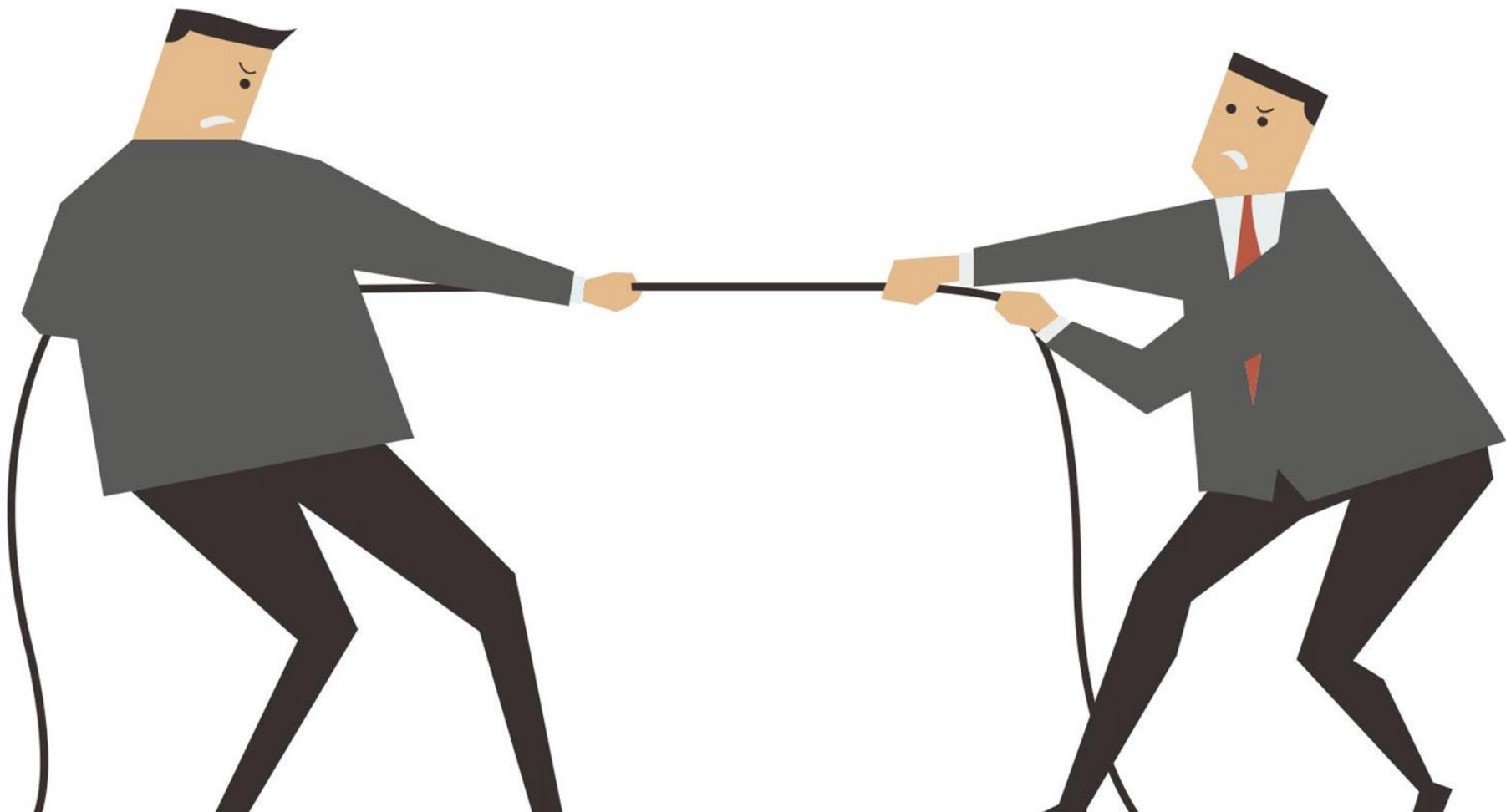
OK, but who do I involve?

EVERYONE?



REPRESENTATIVES OF EVERYONE

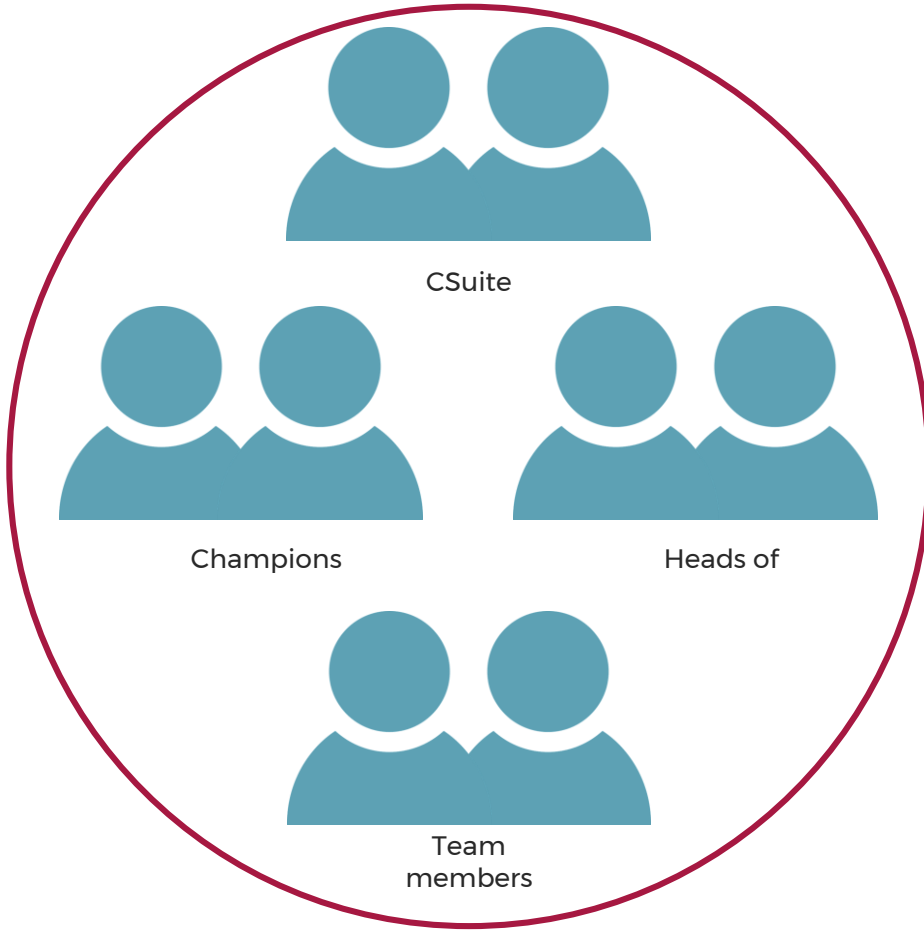




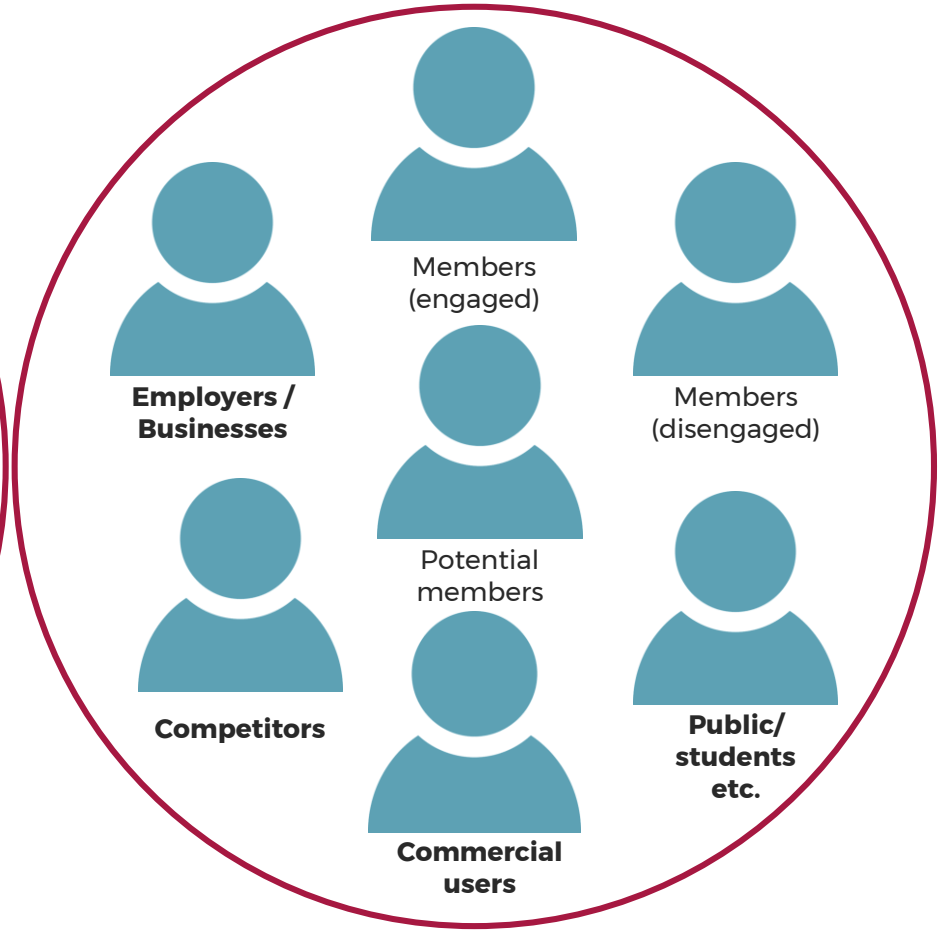
Mix the groups up... and collaborate

(across and outside of the organisation)

Internal

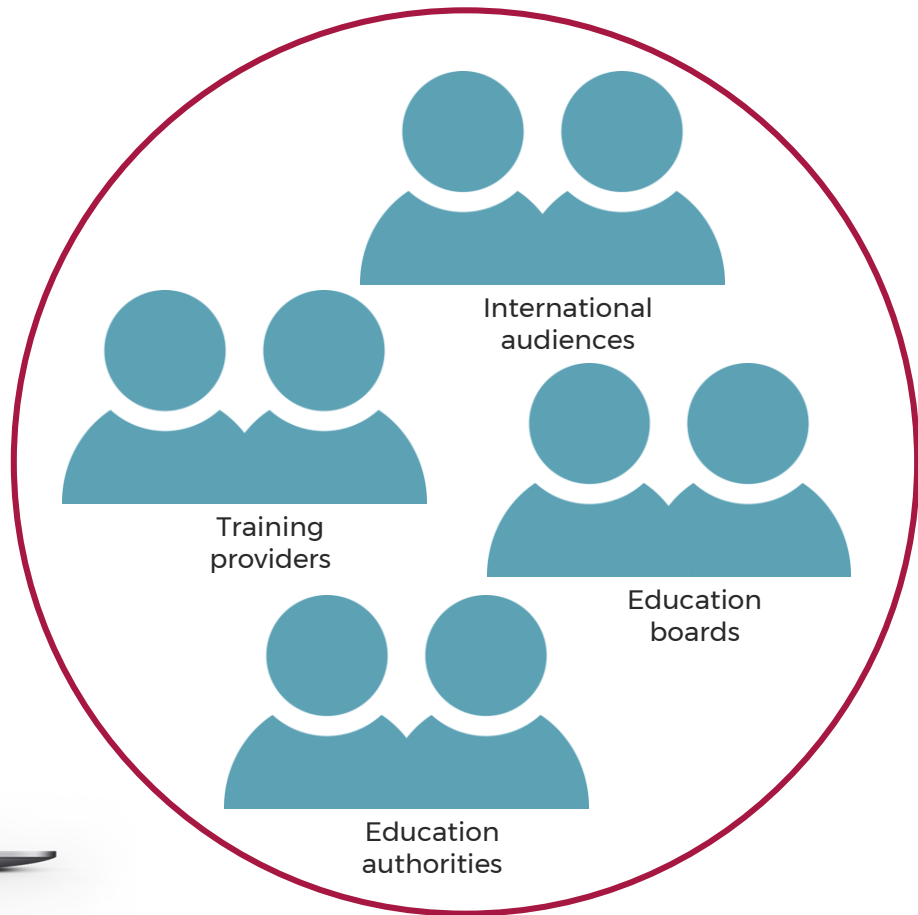
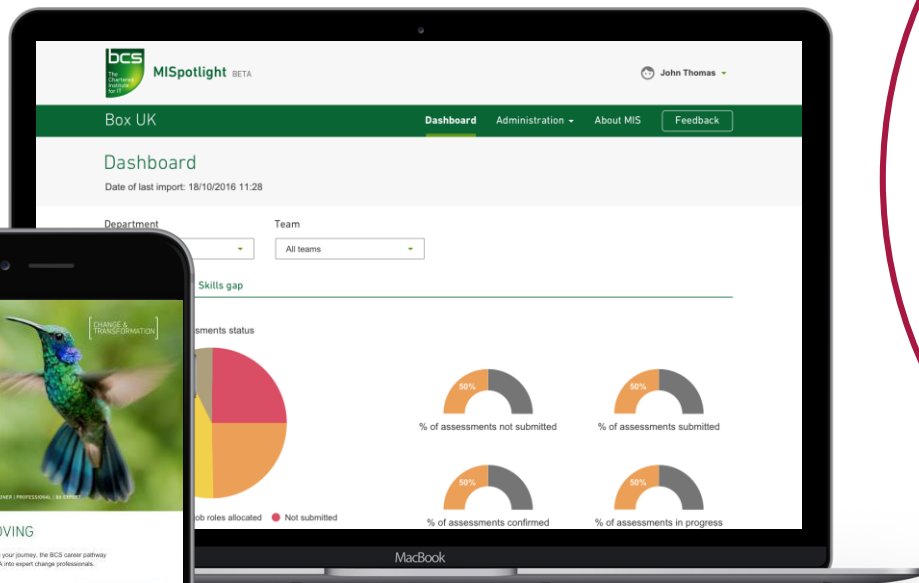


External





Making IT good for society



2 **Identify** where you need to go

Strategy



As is



To be



Themes/Projects/KPIs

The background features several white, three-dimensional puzzle pieces of various shapes and sizes. These pieces are arranged in a way that they appear to be floating or overlapping on a teal-to-blue gradient background. The lighting creates soft shadows, giving the pieces a sense of depth and volume. The overall composition is clean and modern.

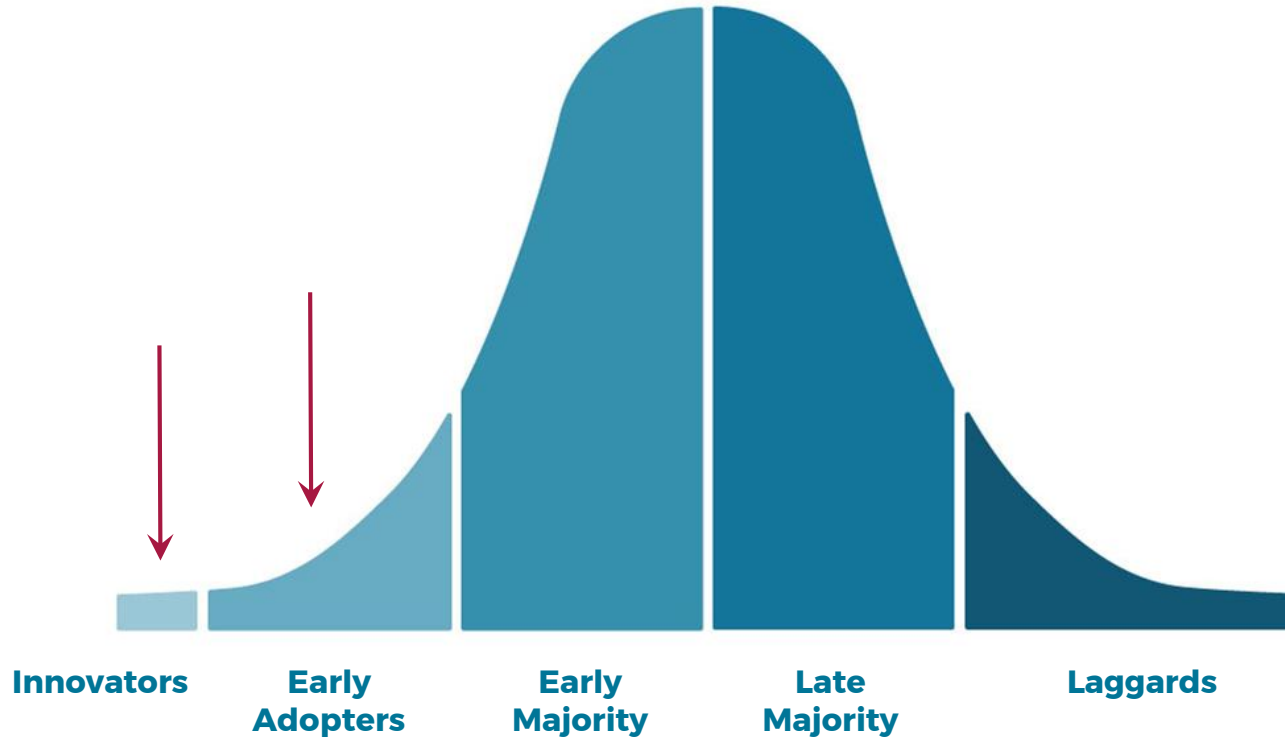
SHARED UNDERSTANDING

3 In parallel, create a buzz



**Find champions...
to lead your change**

Creating a buzz - the challenge



15% vs.

(change advocates)

85%

(resistant to change)



Prioritise...

(Now what do I do?)

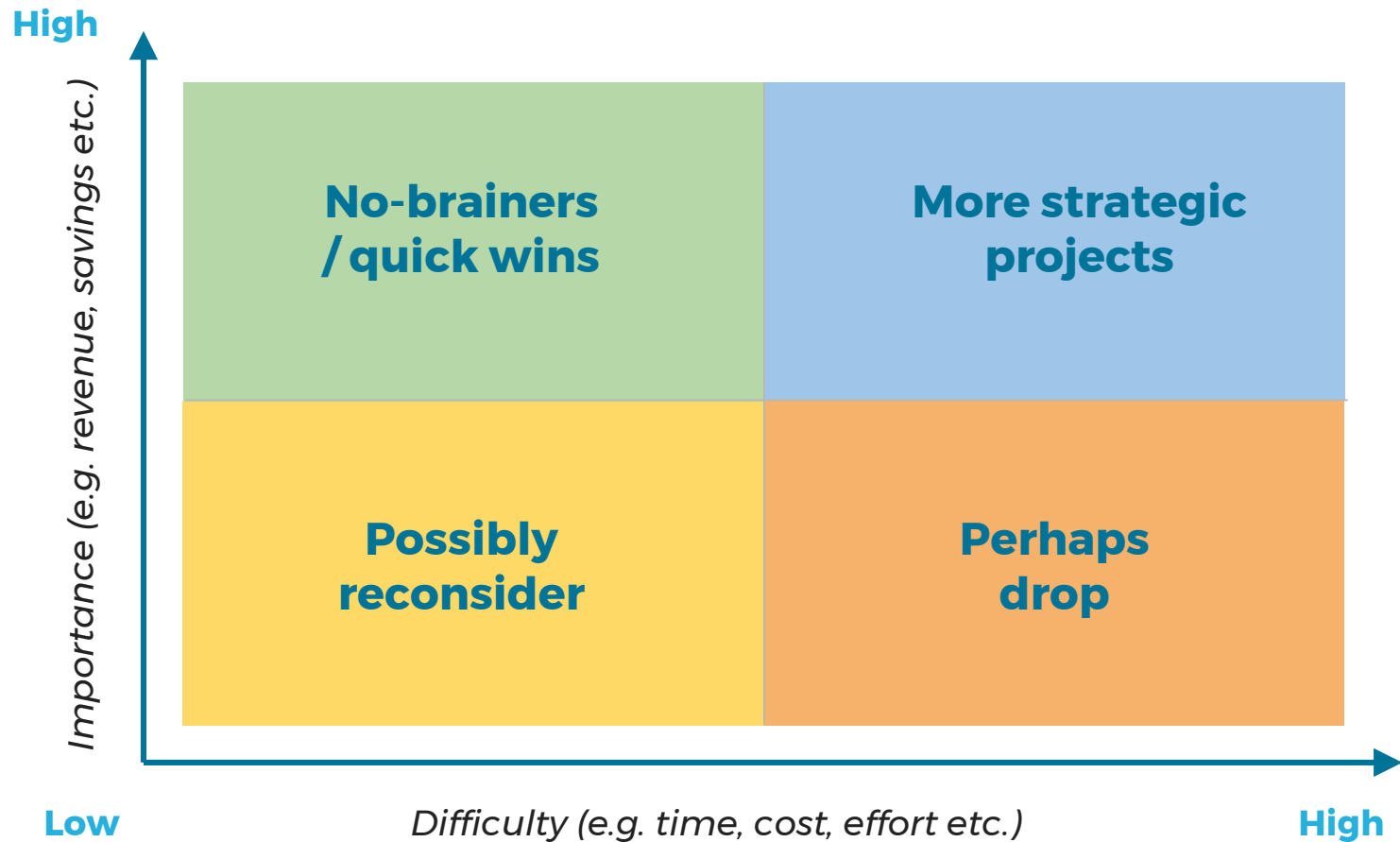
Prioritise what should be done first

*“As everything becomes important,
everything becomes equally
unimportant.”*

- David B. Clarke, Consumer Society and the Post-Modern City

Example themes and projects

- ✓ Joining the organisation as a member
- ✓ Renewing your membership
- ✓ Promoting the value proposition
- ✓ Streamlining your content
- ✓ Facilitating communication with employers
- ✓ Explaining what the profession is all about
- ✓ Protecting the profession
- ✓ CMS/CRM integration



Do what's right, not what's easy

5 **Make it stick**

Lippitt/Knoster Change Model



Lippitt/Knoster Change Model

Vision + Shared Understanding + Skills + Resources + Incentives + Action Plan = CHANGE

~~Vision~~ + Shared Understanding + Skills + Resources + Incentives + Action Plan = Confusion



Vision + ~~Shared Understanding~~ + Skills + Resources + Incentives + Action Plan = Sabotage



Vision + Shared Understanding + ~~Skills~~ + Resources + Incentives + Action Plan = Anxiety



Vision + Shared Understanding + Skills + ~~Resources~~ + Incentives + Action Plan = Frustration



Vision + Shared Understanding + Skills + Resources + ~~Incentives~~ + Action Plan = Resistance



Vision + Shared Understanding + Skills + Resources + Incentives + ~~Action Plan~~ = Treadmill



6

Measure the change...

(How do I know I've finished?)

- **From 'as is' to 'to be'**
- **Measure your goals**
- **Use KPIs**



**Digital
transformation**



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evolution**

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In summary...

Aiming for digital as business as usual

- ✓ Talk to people - and listen to people
- ✓ Identify where you need to go
- ✓ Create a buzz
- ✓ Prioritise your efforts
- ✓ Manage the change - to make it stick!
- ✓ Evaluate the change - make it “normal”

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