

Technology Leadership Academy

Module 6: Change Management



Fall 2013

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SOS

Challenge of Change

Learning by Teaching

Plan Review

Course Review

Free-for-All



Shiny Object Syndrome



Shiny Object Syndrome

Why

- Emotional
- Hope-Based

Combat with

- Facts, Research
- Reality Check
- Mission Focus



Mission Alignment



How does this (project, technology, tool) ...

Relate to our strategic goals?

Support our mission?

What measureable improvement will this make?

Mission Alignment



Focus on Strategies

Not: What should we do with texting?

What are our priorities/goals?

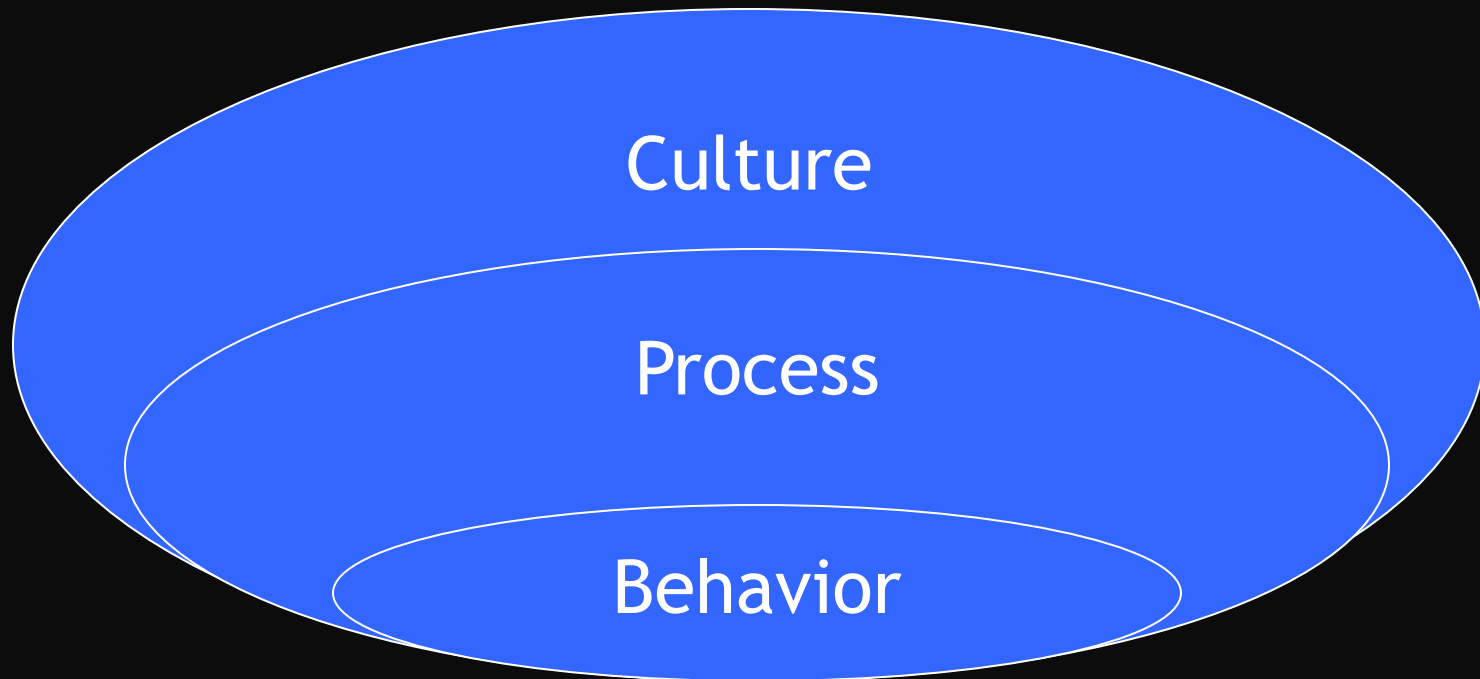
How might “_____” help us towards those goals?

Read/Share stories of other orgs & how they use new tech

Challenge of Change



Flickr photo: RedVers



Challenge of Change

Fear

Address with Knowledge

Exclusion

Address with Listening, Inclusion

Resistance

Surface, Entice/Encourage/Motivate



Challenge of Change



Small Experiments

If we want to try online event registration

Pick one program/event

Include link on flyers, handouts, postcards

Test for mobile-friendliness

Track results, learn, try again

Challenge of Change



What is your Change Challenge?

Learning by Teaching



Learning by Teaching



Interactive

Facilitating vs Presenting

Draw Out Resistance

Inspire Ideas & Enthusiasm

Plan Outline Sections

Introduction

Evaluation Process

Technology Initiatives

Update Plans

Implementation Plan

Budgets

Appendices

Process Roadmap

Form Team. Articulate Vision, Roles, Decision Making

Conduct Hardware/Software/Skills Audit

List All Projects, Prioritize

Detail Technology Initiatives (Logic Models)

Create Implementation Plan, Timelines

Create Budgets

Write Introduction

Planning Process Discussion

Resources

Supporters

Challenges/Roadblocks

Timeframe

What will you need to complete this process?

Review Module 1

Appropriate

Focus on Data

Address Resistance, Gain Uptake

Team, Inventories, Benchmark, Communicate



Review Module 2



Planning Docs

Brainstorm, Prioritize

Logic Models, Process Mapping

Review Module 3



Budgeting

Personnel, Hardware, Software

Subscriptions, Services, Cloud

Return on Investment

Review Module 4



Data Management

Silos -> Dashboard

IT Basics - Backups, Documentation

Cloud Opportunities, Risk, Security

Review Module 5

Content

Coordination

Listening

Learning Loop

Review Metrics

Data Informed Decisions

Accessibility



Sustainability

Budgeting

Evaluation

Funding

Support & Management



Budgeting



Do any questions remain about budgeting for you?

Evaluation/ROI



What isn't clear about evaluation or ROI for you?

Funding



Do you have funders in mind you can approach with your plan?

What programs are funded that could demonstrate improvement through technology?

Support & Management



What steps could be taken to integrate tech management into all parts of your organization?

How will you include various function areas (fundraising, programs) in tech decisions & maintenance?

Sustainability



Educating and Empowering Staff

Integration into regular activities

- Staff meetings
- Board Meetings
- Advancement

Goal:

To use technology
confidently and skillfully
in support of your mission



One “A-ha” Moment

Most Important



Debrief

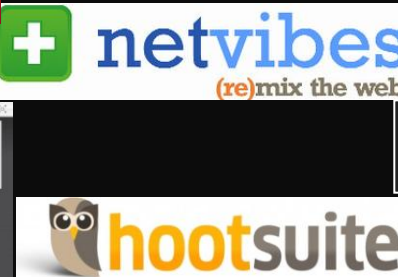
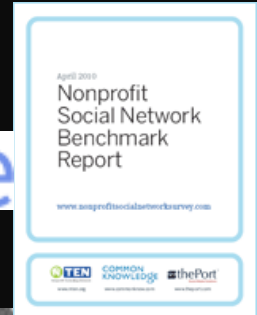
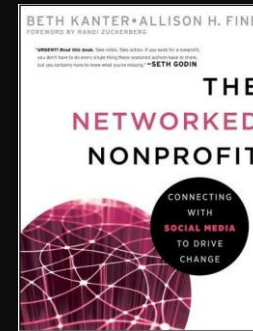
Still Muddy/Opaque?



Flickr Photos: Johnnuy Jet

Question & Discussion

Technology
Free-for-all



John Kenyon - Nonprofit Technology Educator & Strategist

Nonprofit Technology consulting, training and writing about appropriate, effective solutions.



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תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
감사합니다
Σας ευχαριστούμε ඔබට
Bedankt Děkuje vám
ありがとうございます
Tack

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