



# **Transformation and innovation through uncertainty**

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# Context and purpose of today

- Charities often need to adapt and to sustain their mission.
- In times of uncertainty, charities must *innovate and transform to survive and thrive*.
- This involves embracing *new technologies*, adopting *agile practices*, and fostering a *resilient organisational culture*.
- By embracing transformation, they can navigate these challenges and continue to make a significant impact.
- This session explores *strategies* that can help charities navigate and excel in uncertain environments and transform and innovate through uncertainty.

# How much of a change does it need to be?

*Little drops of water, make an ocean*



*From a Caterpillar to a Butterfly*



# Five key questions

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1. How can we innovate or transform?
2. Where are we innovating?
3. Where can we innovate?
4. What will stop us from innovating?
5. How can we encourage and embed innovation?

# Poll 1: In what areas do you need to innovate or transform?

## Select your top 3 options

1. Income generation
2. Service delivery
3. Grant making
4. Use of technology
5. Simplifying processes
6. Supporter/beneficiary engagement
7. Utilising data
8. Artificial Intelligence
9. Other

# Many opportunities to innovate and adapt



Purpose & Impact



Social Media



Income Models



Leveraging Digital,  
Data & Technology



Collaborations &  
Partnerships



Efficiency &  
Effectiveness

# 1. Reposition for Purpose and Impact

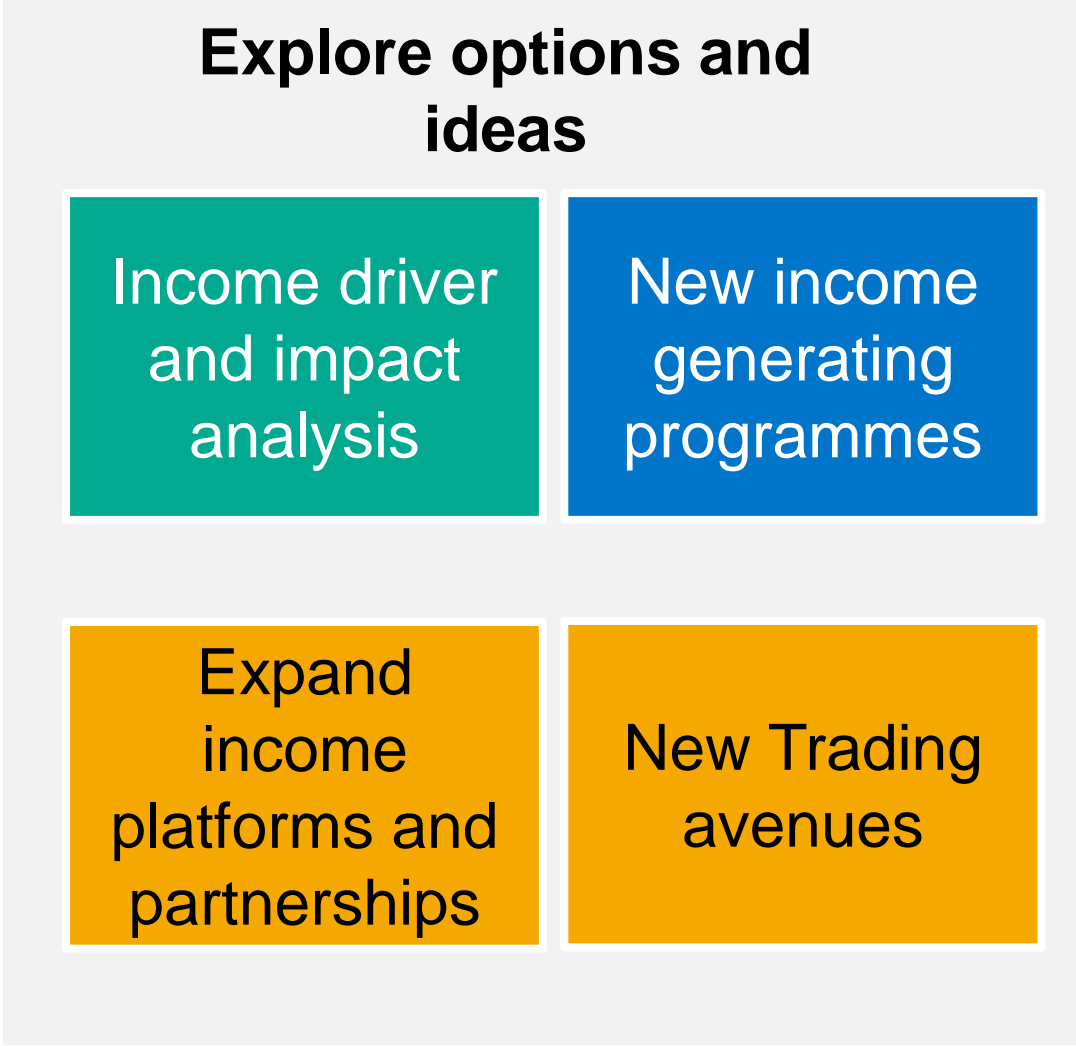
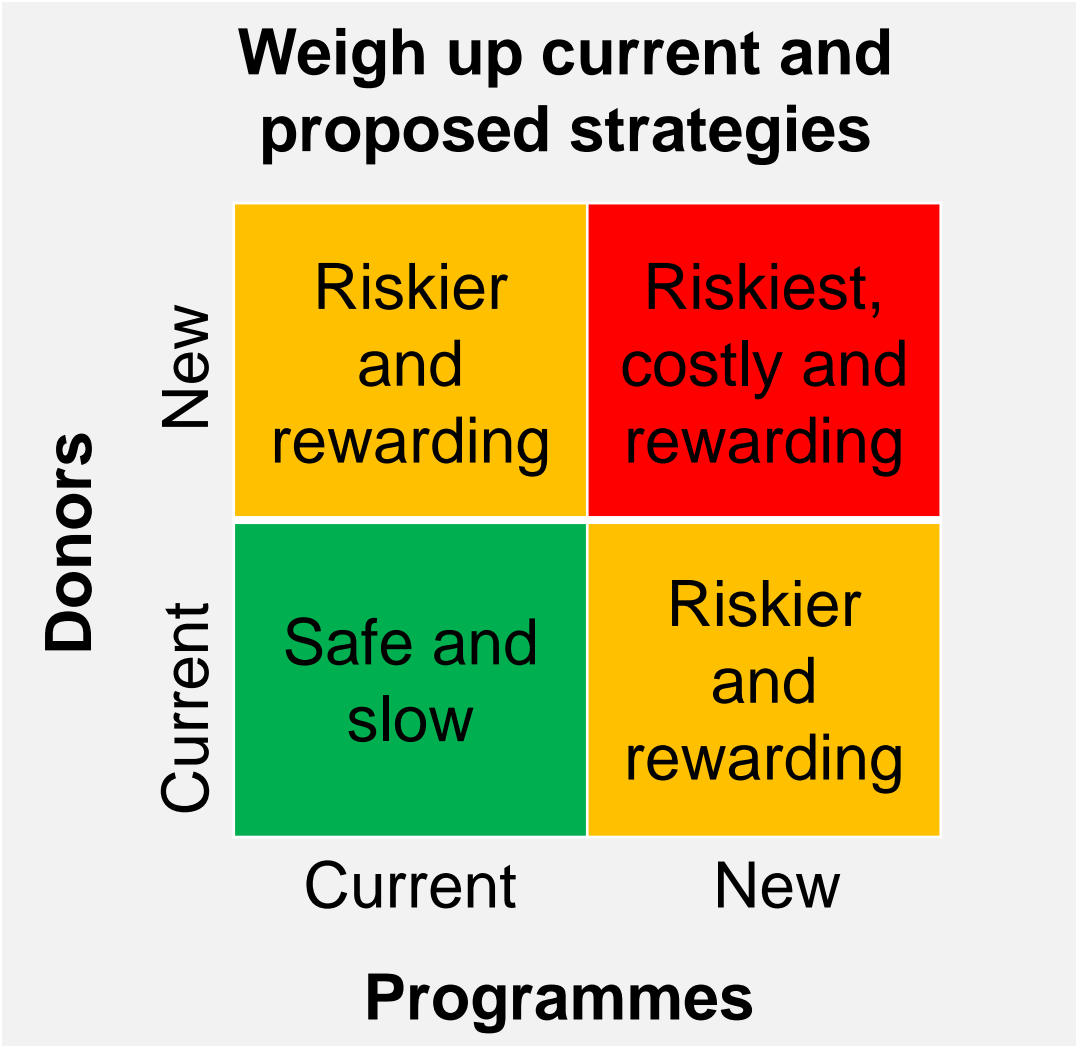
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## Assessing opportunities

- Review your mission statement
- Assess your impact & reach
- Assess service delivery models
- How could services be more user led/shaped
- How could you increase advocacy?

# 2. Re-imagine your income generation strategy





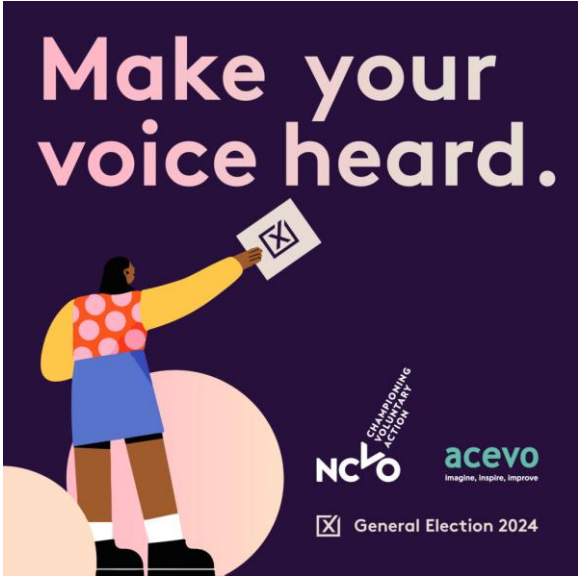
# 3. Collaborate ... to the fullest extent possible



Collaborate → Joint Ventures → Merge → Private sector collaboration



HELPING TO SAVE ONE MILLION CHILDREN'S LIVES



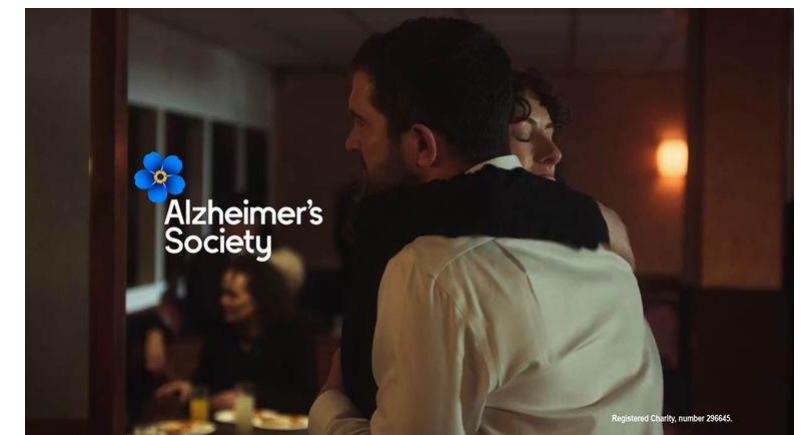
# 4. Leverage Social Media for Engagement

**1** **Stories** - Use platforms like Twitter, Facebook and Instagram to share stories, promote events, and connect with a broader audience.

**2** **Engage with corporate donors:** Use platforms like LinkedIn to engage with Corporate donors and keep your supporter and donor base engaged

**3** **Appreciation and recognition:** Use any to say thank you to individual and corporate donors

**4** **Educate:** share research, education pieces, thought leadership and news using blog posts and articles



# 5. Harness Data, Digital & Technology



Make data  
driven  
decisions

Harness AI

Cloud  
Computing

IT re-platform  
e.g. CRM

Systems  
Rationalisation

# 6. Efficiency and effectiveness considerations



Take care of your people



Build a strong online presence



Leverage best practices from others



Apply lean startup principles



Optimise property & technology assets



Shared resources and collaborative workspaces

# What next?

# Poll 2: What do you think might be holding you back?

## Select your top 3 options

1. Nothing
2. Lack of capacity i.e. limited bandwidth
3. Lack of capability - investment in talent
4. Lack of a process for channelling, sharing innovative ideas and champions
5. Fear of change or lack of courage
6. Low risk appetite
7. Perceived cost of change
8. Complacency
9. Instinctive attitudes that stifle innovation
10. Silo mentality

# Taking the first step!


- **Plenty evidence** of individual innovations in the sector
- Nature, extent and opportunities **can vary** by size, type and purpose of organisation
- You need to consider your **unique drivers or factors**
- Your path will reflect the **context of your organisation**
- You need to have the **appetite for the journey**
- Think **innovatively** and **transformatively**


[Youtube Video - Baby Penguins](#)

# What do you need to have in place?

 Compelling case for change

 A curious culture


 A clear vision

 Porous boundaries

 A sense of urgency

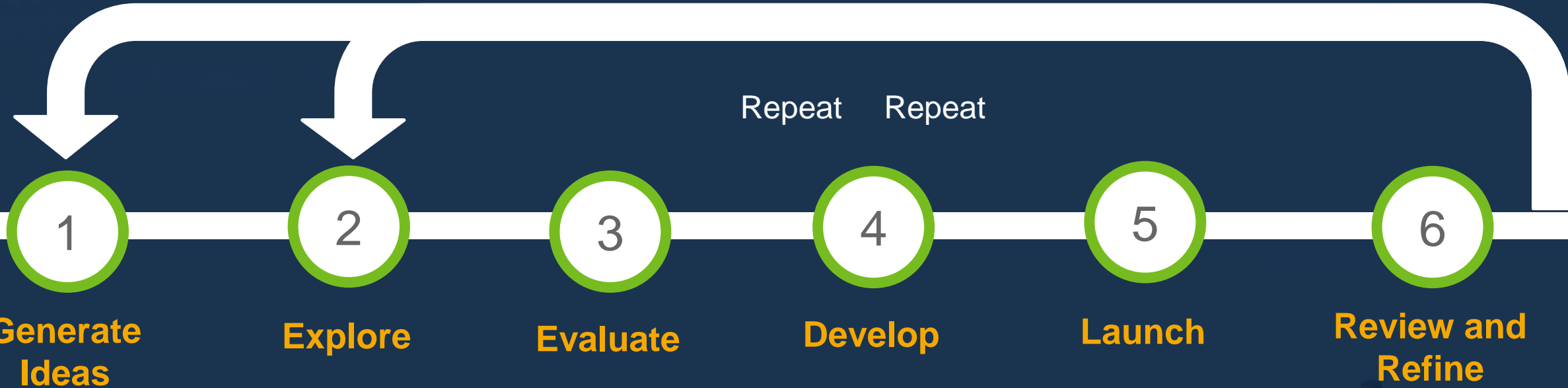
 Diverse teams

 Catalytic leadership

 Ready resources



# | An illustrative approach



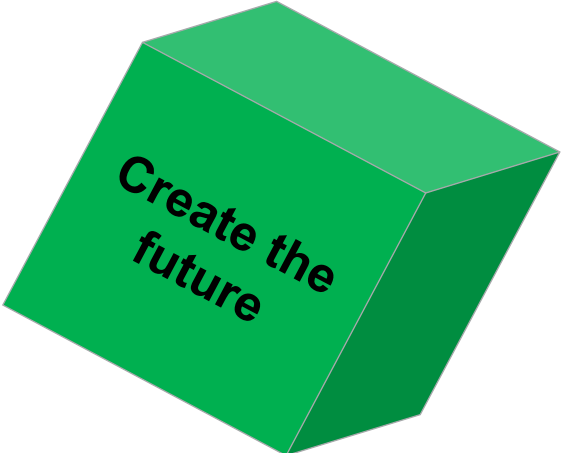
# Create the future, selectively abandon the past



Optimise the current business



Let go of values and practices that fuel the current business but fail the new one



A model that delivers to the new times and challenges

The Three Box Solution  
by: VIJAY GOVINDARAJAN

# Conclusion

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Start small



Be bold and brave



Demonstrate the value and benefits



# Thank You



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