

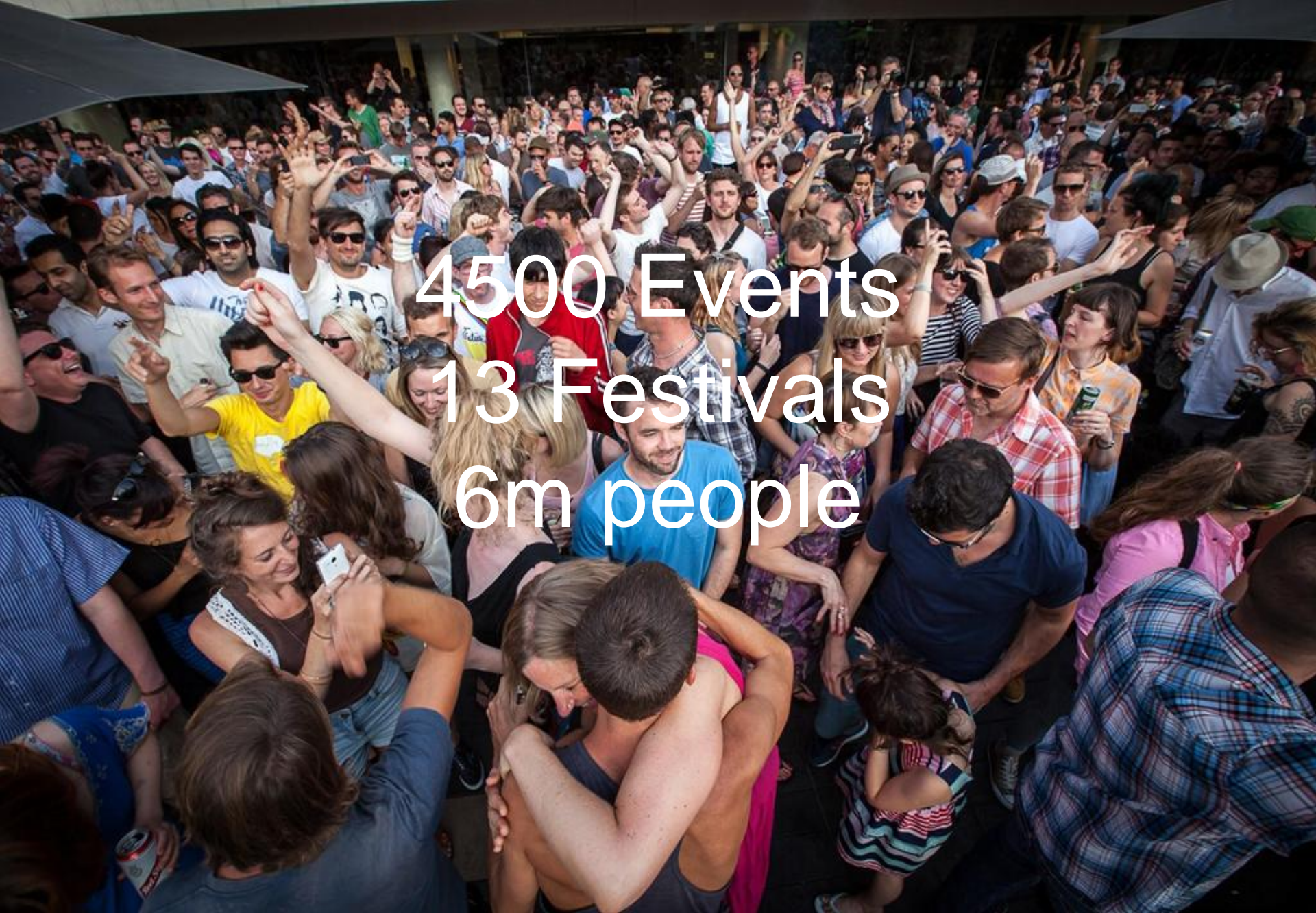
10 Top Tips for Digital Transformation

Rob Gethen Smith



Southbank Centre passionately believes the arts have the power to transform lives





4500 Events
13 Festivals
6m people

A photograph of a server rack with numerous colorful Ethernet cables plugged into the ports. The cables are in shades of blue, red, yellow, and purple. The year '2012' is overlaid in white, italicized text in the center of the image. The server rack units are visible in the background, with some ports and indicator lights visible.

2012



1. Fix 'the' broken things quickly!



Paul Vulpiani retweeted



Nigel Wallis @Mole_9 · 1h

@southbankcentre Hang on, I've just managed to book #MeltdownFest tickets on your website smoothly with no trouble at all. I'm so confused!



People · [View all](#)



Seb Chan follows

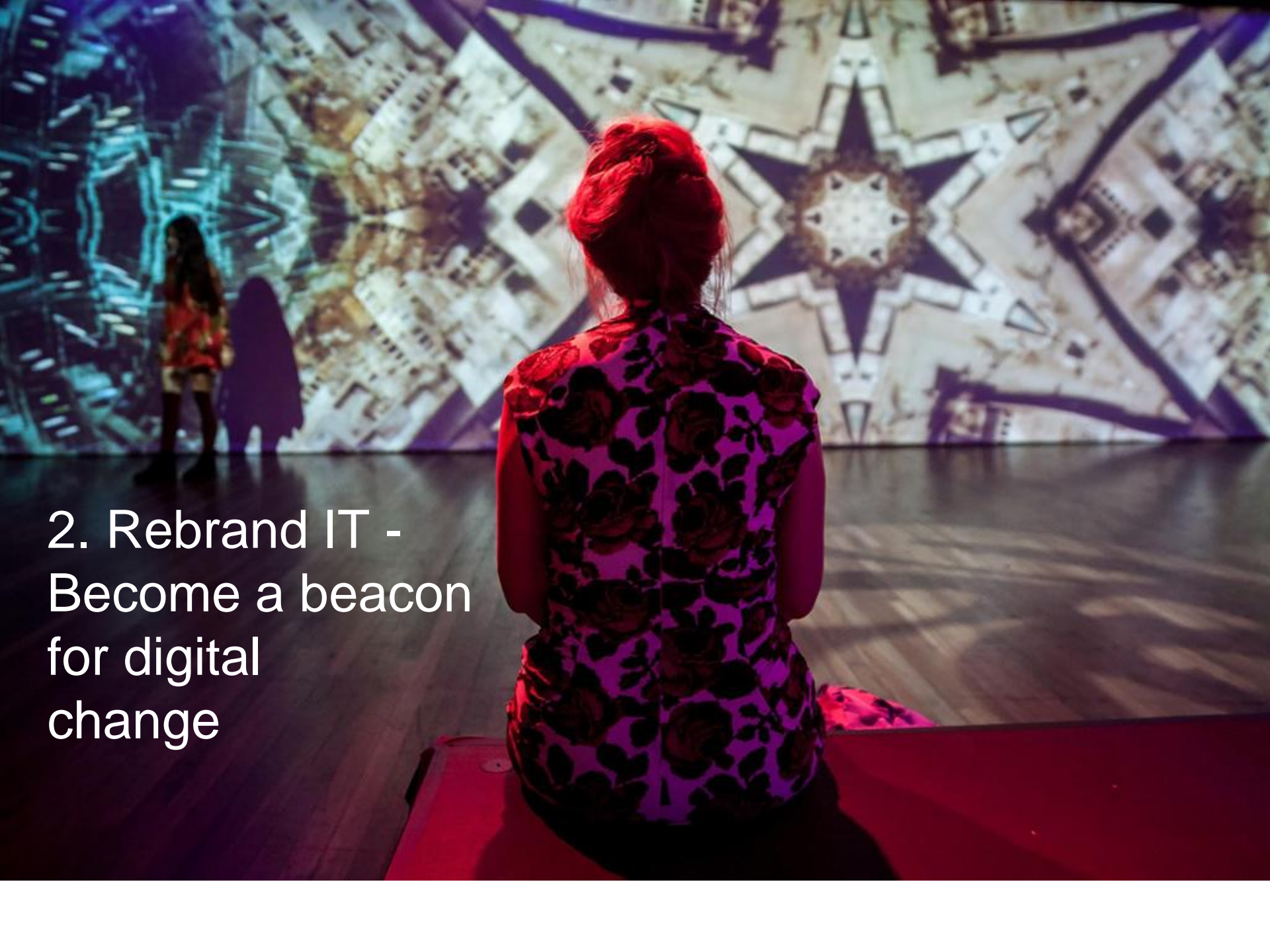


Sydney Levinson @barryslounge · 1h

#Boomio ! #AtomicBomb #Onyeabor #MeltdownFest @southbankcentre

Website improvements in <18 months

- 75% increase in sessions (440k to 700k pm)
- 50% reduction inbound phone sales traffic
- £14 higher average order value online
- 100% increase in use of mobile
- 200% increase in mobile sales funnel rate
- £150k revenue uplift due to tablet ticket sales
- £100k savings in production costs
- 500% drop in Website complaints

A woman with her hair in a bun, wearing a white dress with a dark floral pattern, is seen from behind, sitting on a red bench. She is looking at a large digital projection on a wall. The projection features a complex, symmetrical pattern of a cityscape with a prominent star shape in the center. The colors are primarily purple, blue, and white. In the background, another person is visible, standing and looking at the projection. The floor is dark and reflective.

2. Rebrand IT -
Become a beacon
for digital
change

Tech innovation club

Shopping list...

iBeacons x4

Oculus Rift x5

Google Cardboard x3

Raspberry Pi2 x1

Arduino Kits x2

Leap Motion x1

Laser keyboard x2

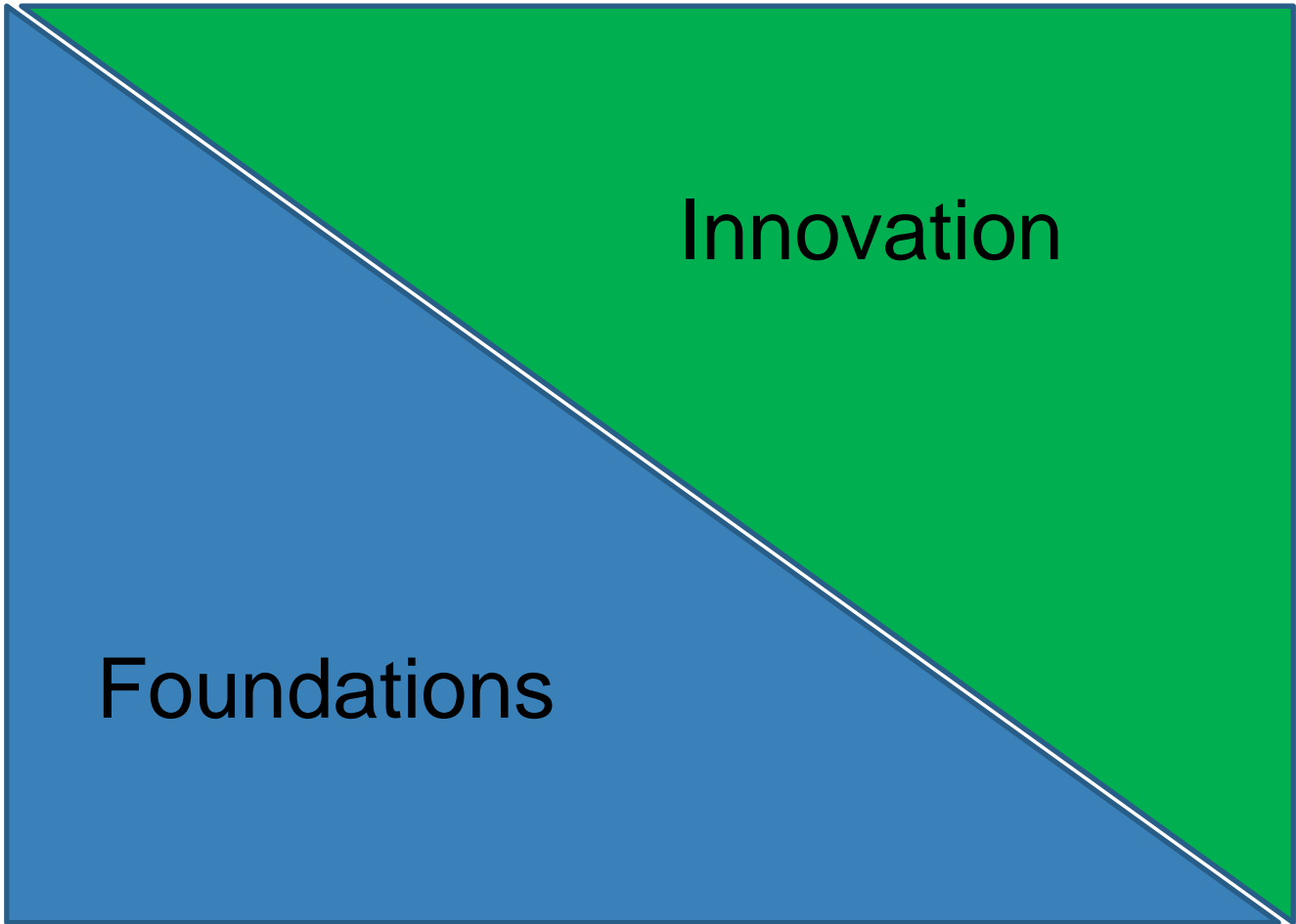
Smart watches x2

3. Ask your CEO to be
your CDO!





- 4. Create a two-tiered Digital Strategy
 - Digital Foundations
 - Digital Innovation



Foundations

Innovation

Time



5. Enable a Digital Workforce
- give everyone digital tools
and skills

The effect of Google Apps:

- 50% general improvement in ability get stuff done
- 60% increase in ability to collaborate
- 300% increase in ability to work flexibly
- 80% increase in ability to find information
 - ~70 hours a day
 - ~10 extra people

6. Build capability - not projects!

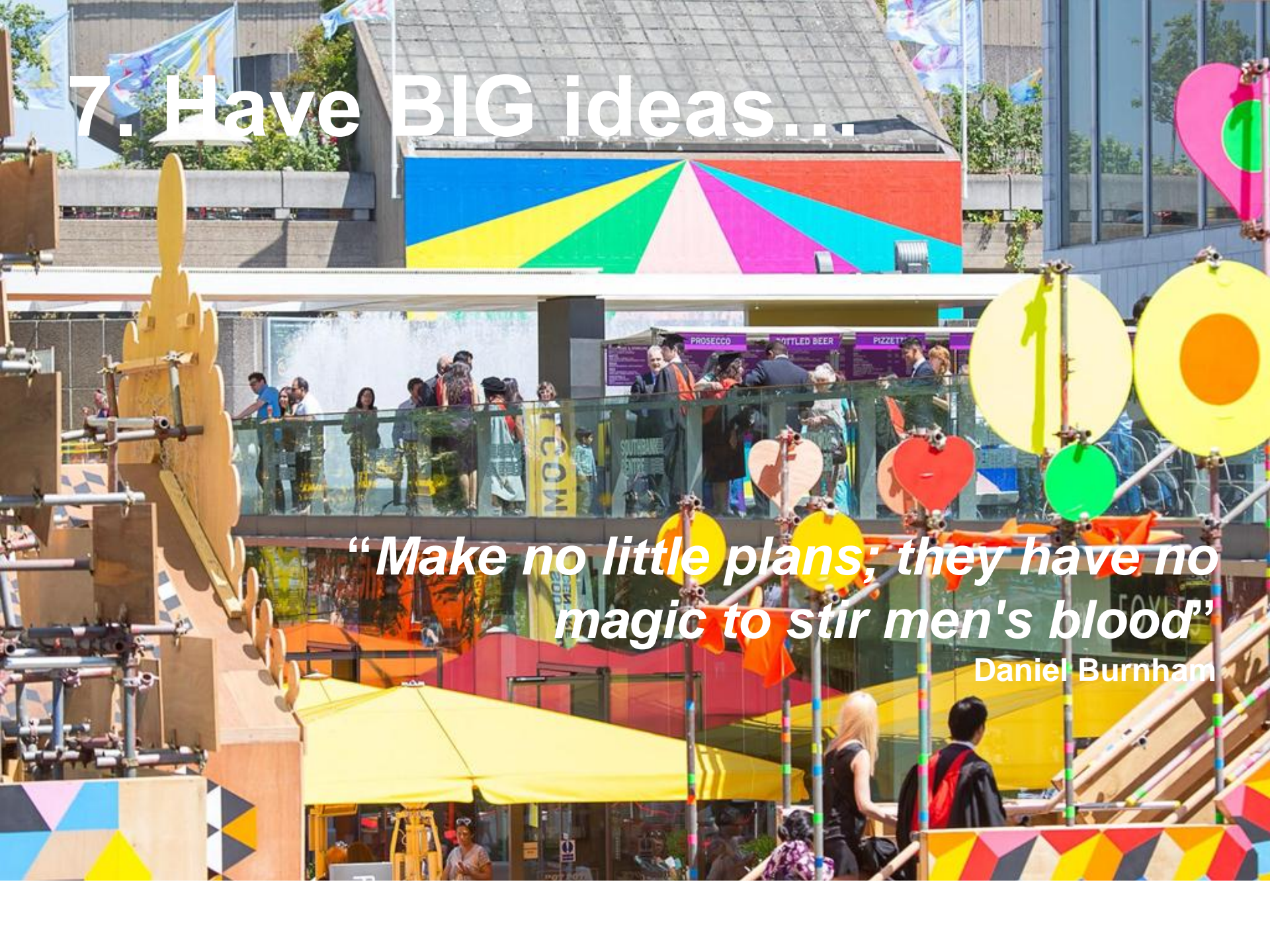
Supercharge your digital team: start small, learn fast, find the right partners



7. Have BIG ideas...

“Make no little plans; they have no magic to stir men's blood”

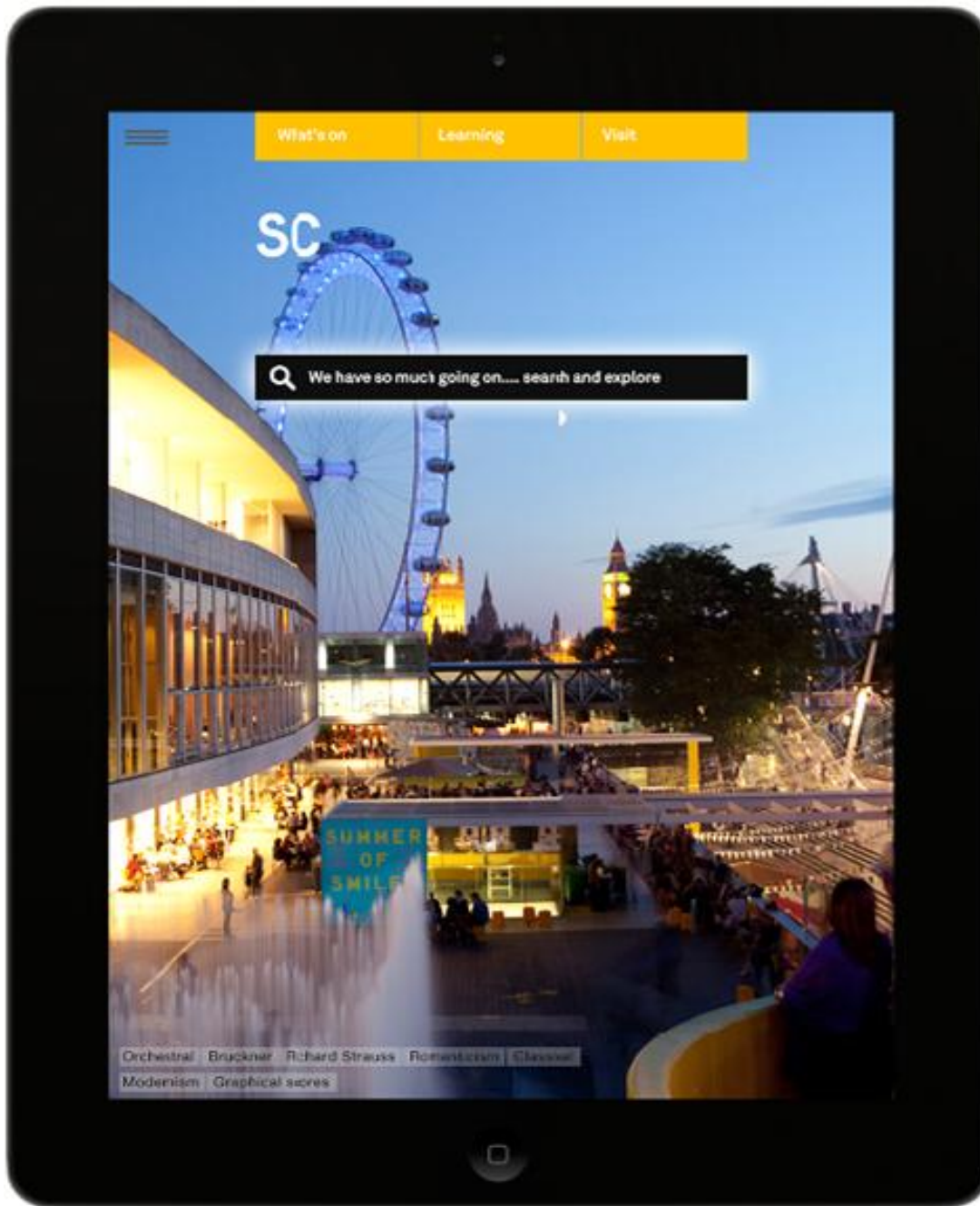
Daniel Burnham





THE GLASS BOX





1. Best in breed event ticketing website

2. Unique digital space for arts and learning

Ideas

for our new website



New Ideas

use search
find things
the site

RSS feeds
calendars
local.

Map of the
site
- interactive

authors changes
in habits, texts,
in the sources (comes?)
in Snowden disclosure?

Make sharing on social
media easier - Twitter
facebook etc. so I can
get my friends to come

The homepage
needs a powerful
search engine

... R.E. Hall roof garden
grounded Ecotherapy
run it. Grounded
a facebook page.

I want to
find events
faster

The most impor
thing is find
events

want to find
what I'm looking
for more easily

What's
happening
right now?

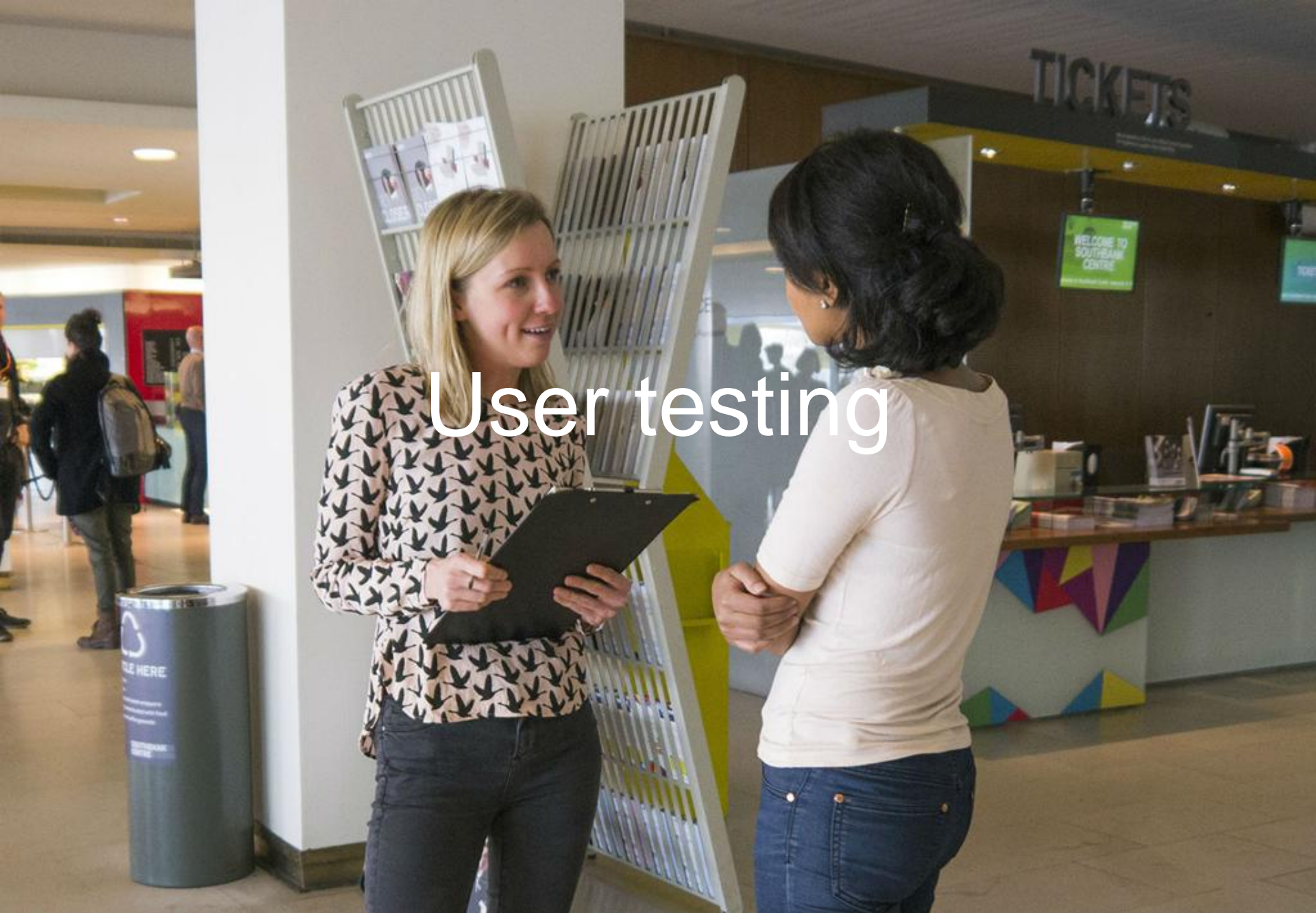
To Have a f
area

better search engine
- site guide for users
the building
Locating QRcode
on walls in the building

INVITE SCHOOLS
YOUTH GROUPS

MAKE I
EASY
ADD EV
(local)

User testing



Drop in sessions





Workshops

**We're building the new
Southbank Centre website inside,
come in and get involved**

Free daily drop-in sessions:

1pm Lunch Box Demo:
See what we're building and how we're building it

2pm Focus Group:
Discuss with us our new website ideas

3pm Workshop:
Learn to build a website.

4pm Seminar:
Find out what we know about you

#webwork



Tim

← → ↻ www.southbankcentre.org

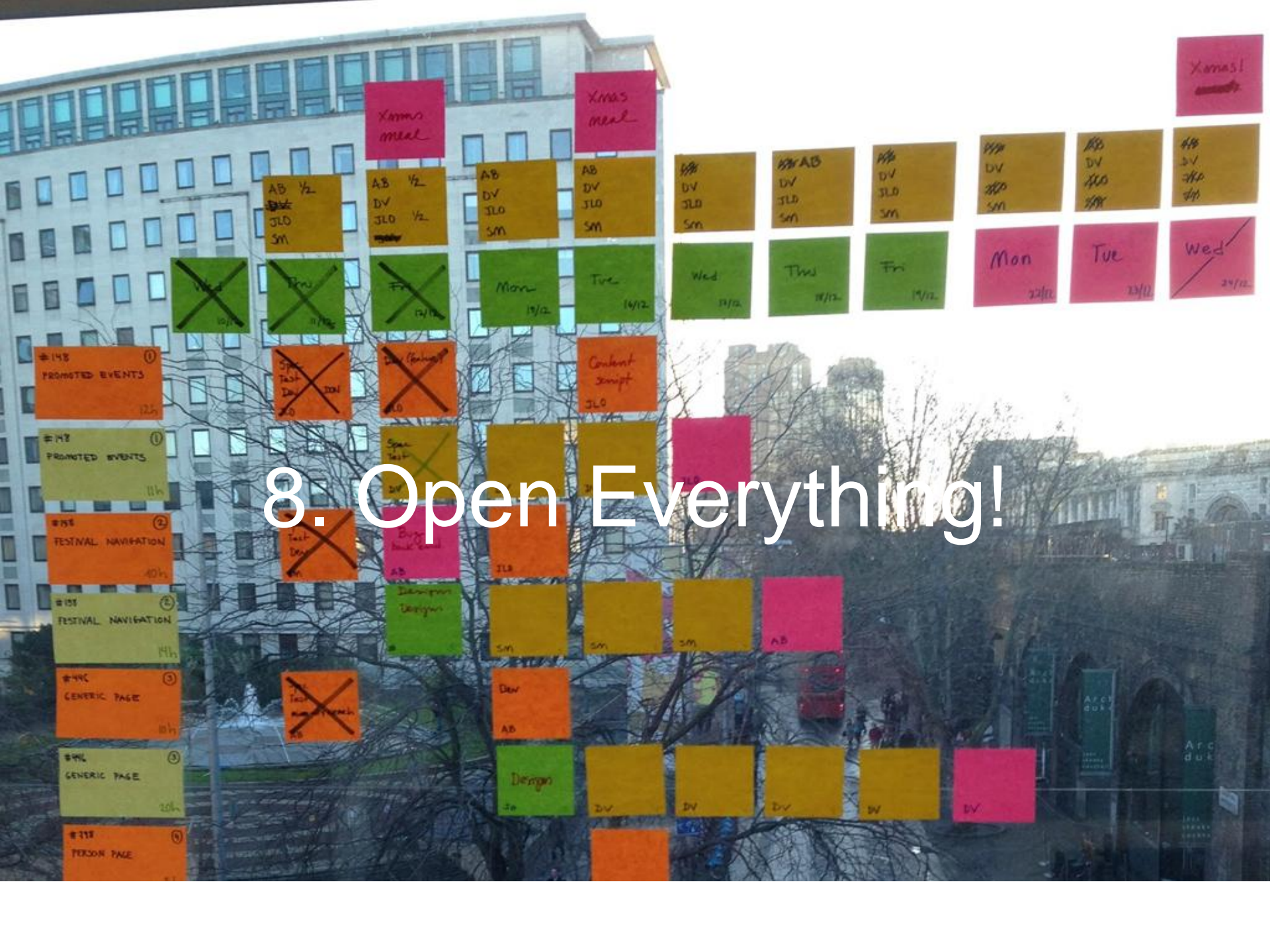
Welcome to Southbank Centre's Website!

Keep up the good work -- [timbl](#)



[Web We Want Festival – Glass Box](#)

8. Open Everything!



Xmas meal

Xmas meal

Xmas!

AB 1/2
DV
JLO
SM

AB 1/2
DV
JLO 1/2
SM

AB
DV
JLO
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~~Wed 19/12~~

~~Tue 18/12~~

~~Fri 16/12~~

Mon 19/12

Tue 18/12

Wed 17/12

Thu 16/12

Fri 15/12

Mon 22/12

Tue 23/12

Wed 24/12

#148 PROMPTED EVENTS 12h

~~Spec Test Dev 10h~~

~~Dev (Gmail) 10h~~

Content script JLO

#148 PROMPTED EVENTS 11h

~~Spec Test Dev 10h~~

~~Spec Test Dev 10h~~

#158 FESTIVAL NAVIGATION 10h

~~Test Dev 10h~~

Buy book 10h

#158 FESTIVAL NAVIGATION 14h

Design 14h

#144 GENERIC PAGE 10h

~~Test Dev 10h~~

Dev 10h

#144 GENERIC PAGE 20h

Design 20h

#118 PERSON PAGE 20h

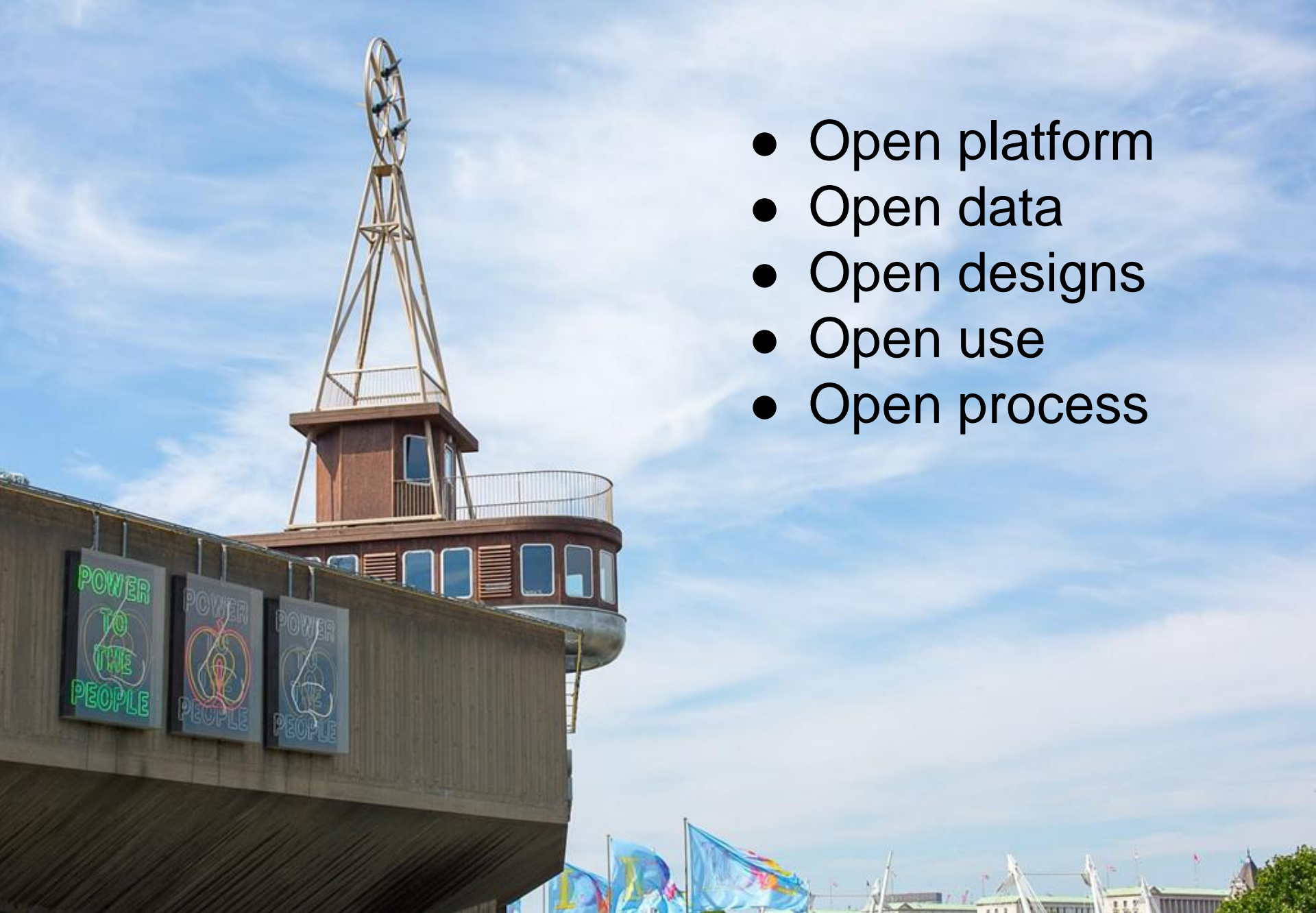
Dev 20h

DV 20h

DV 20h

DV 20h

DV 20h



- Open platform
- Open data
- Open designs
- Open use
- Open process

9. Tell the whole world what you are doing





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Have your say on Southbank Centre's new website

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Southbank Centre's latest news and related digital activities

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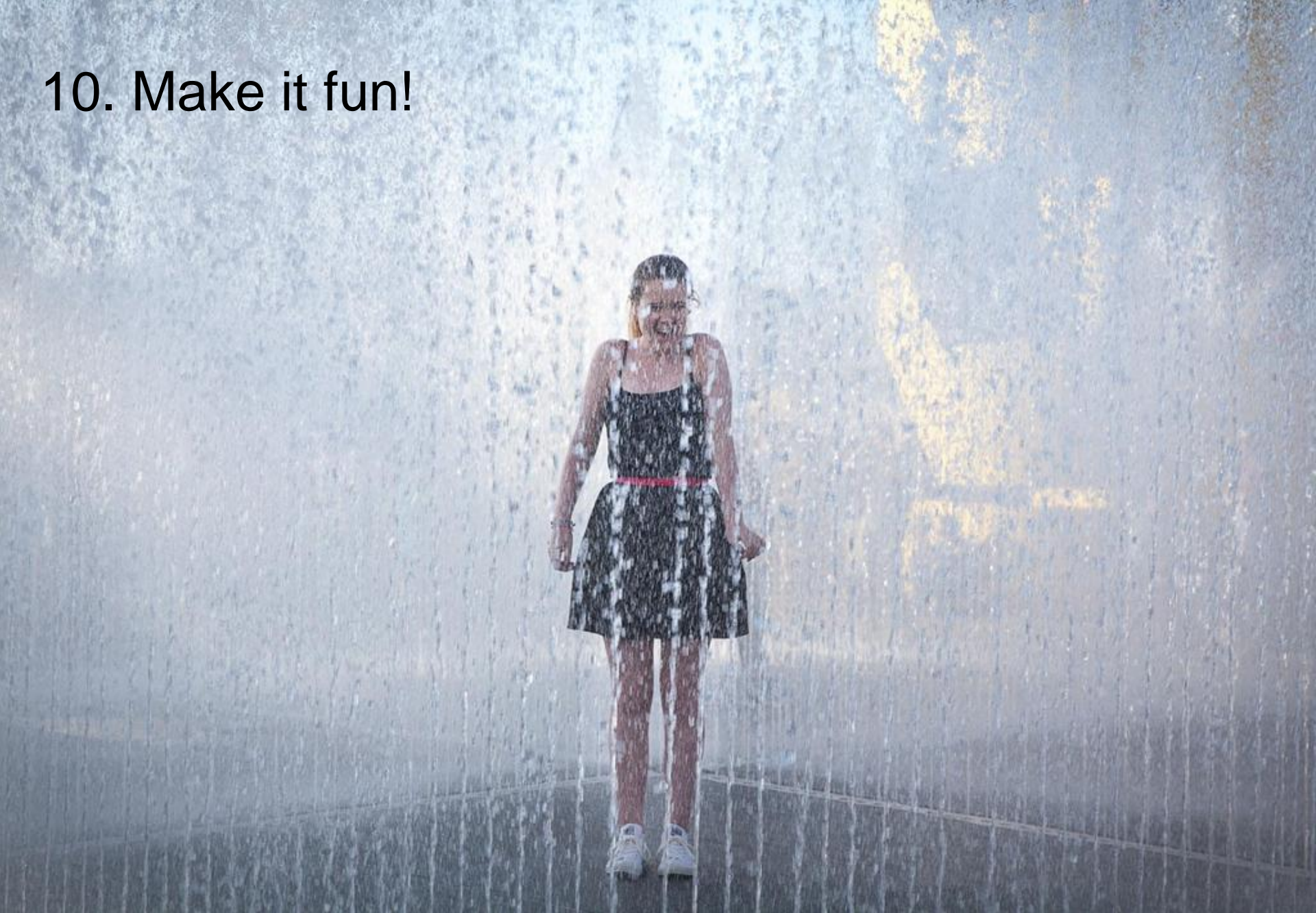
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456 views

[Role of...](#)
341 views

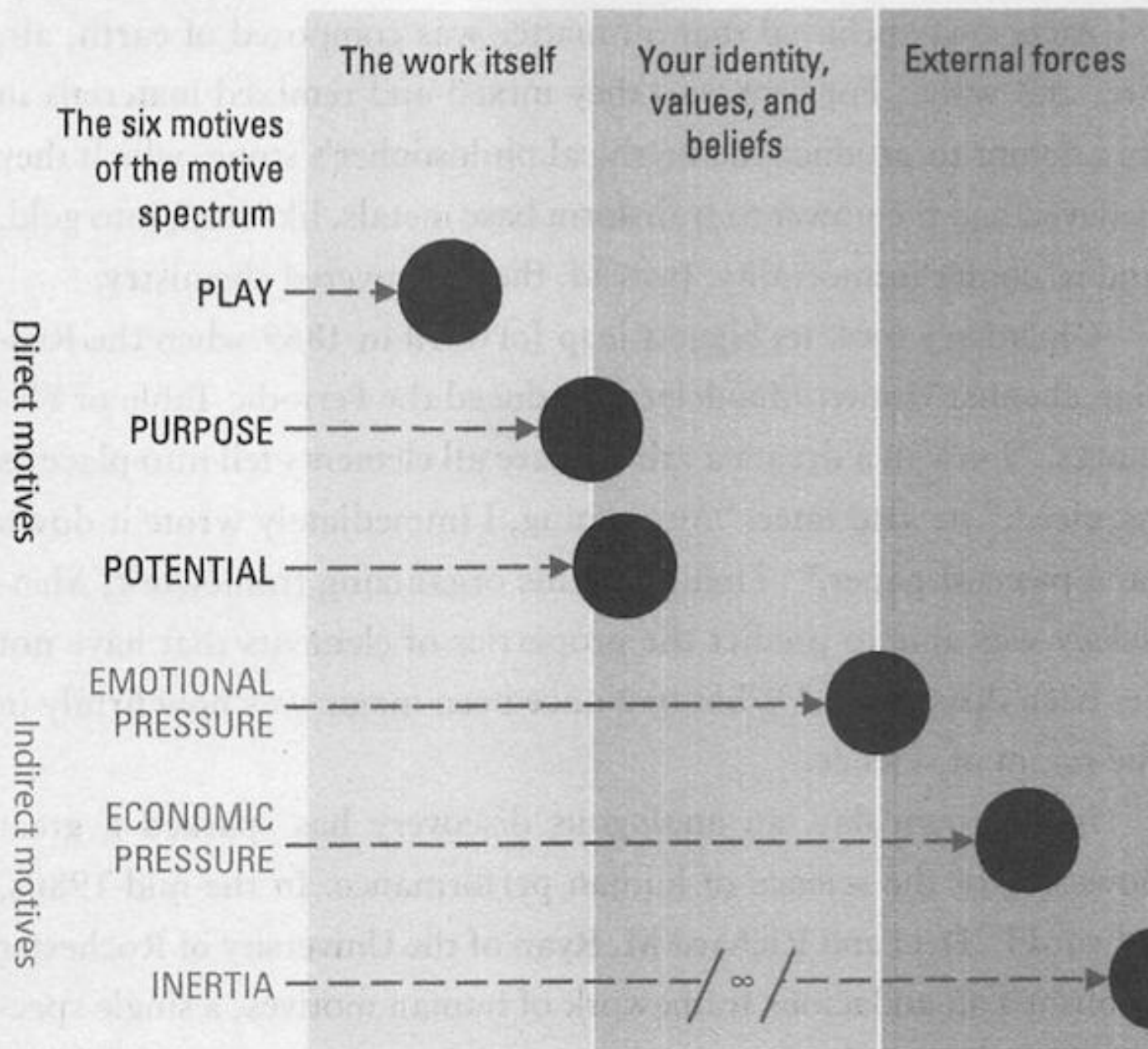
Recent Posts



10. Make it fun!



THE SOURCE OF THE MOTIVATION



Play is what compels you to take up hobbies, from solving crossword puzzles to making scrapbooks to mixing music.

Many of us are lucky enough to find play in the workplace too, when we do what we do simply because we enjoy doing it.

Curiosity and experimentation are at the heart of play. *People intrinsically enjoy learning and adapting. We instinctively seek out opportunities to play.*



“...you can't connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future.”

Steve Jobs



... said. What of his 2012
vote to enforce a 15-year cap on

... month,
he refused to back his 2012 vote on
fixed terms as well. Times change,
don't they?

Quote of the day

"It's a bit like with sex:
one can have a lot
of experience and
nevertheless find it
extremely difficult
to define"

Ai Weiwei struggles to enlarge upon
the meaning of

digital



Thank you!

@robgethers
2015