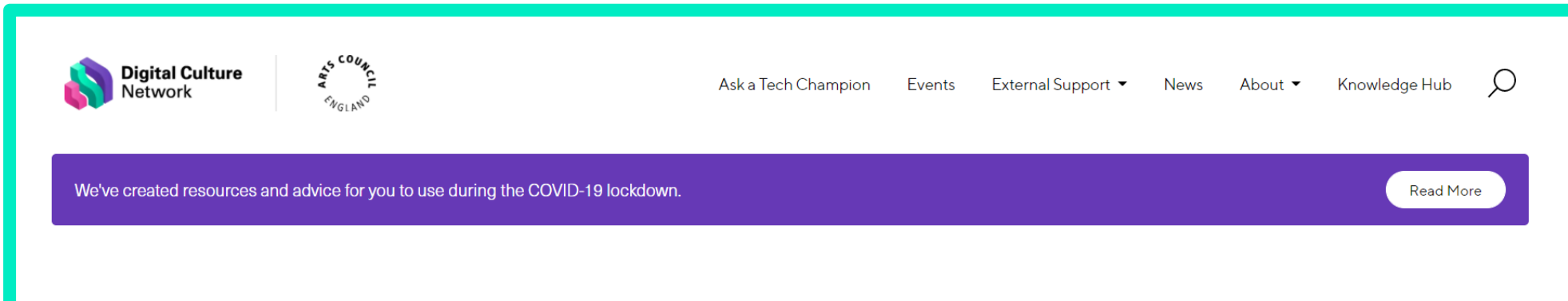


Limited resources? Do less and achieve more!

Ollie Couling, Tech Champion for Digital Strategy
05 September 2023



digitalculturenetwork.org.uk



The screenshot shows the top navigation bar of the website. On the left, there are logos for 'Digital Culture Network' and 'Arts Council England'. The navigation menu includes 'Ask a Tech Champion', 'Events', 'External Support', 'News', 'About', and 'Knowledge Hub', followed by a search icon. Below the navigation bar is a purple banner with the text 'We've created resources and advice for you to use during the COVID-19 lockdown.' and a 'Read More' button.

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)




Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago

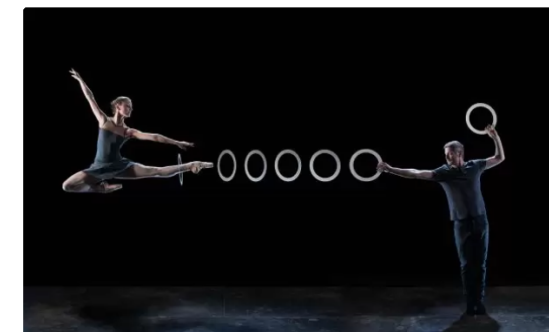
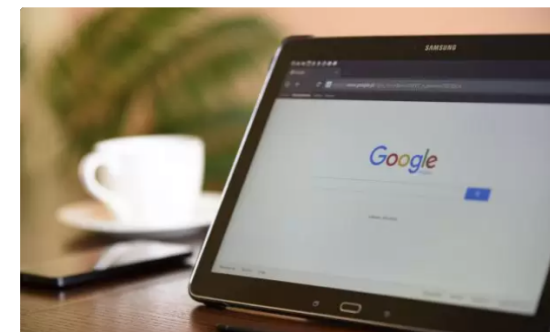


Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago







**How would
you benefit
from doing
less?**

“

*At the core, strategy is about **focus**, and most organisations don't focus their resources. Instead, they pursue multiple goals at once, not concentrating enough resources to achieve a breakthrough in any of them.*

”

Richard Rumelt, author of 'Good Strategy Bad Strategy'



**Supported 1,533 organisations &
resolved 4,204 individual cases.**

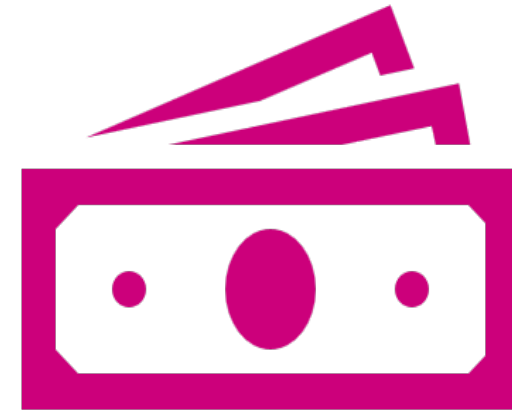


85%

*based on an internal review carried out by Digital Culture Network Tech Champions.




Small teams




Limited budgets



Skills /
knowledge gap

 Pinned


 **Digital Culture Network**
@ace_dcn ...

Another question for you...

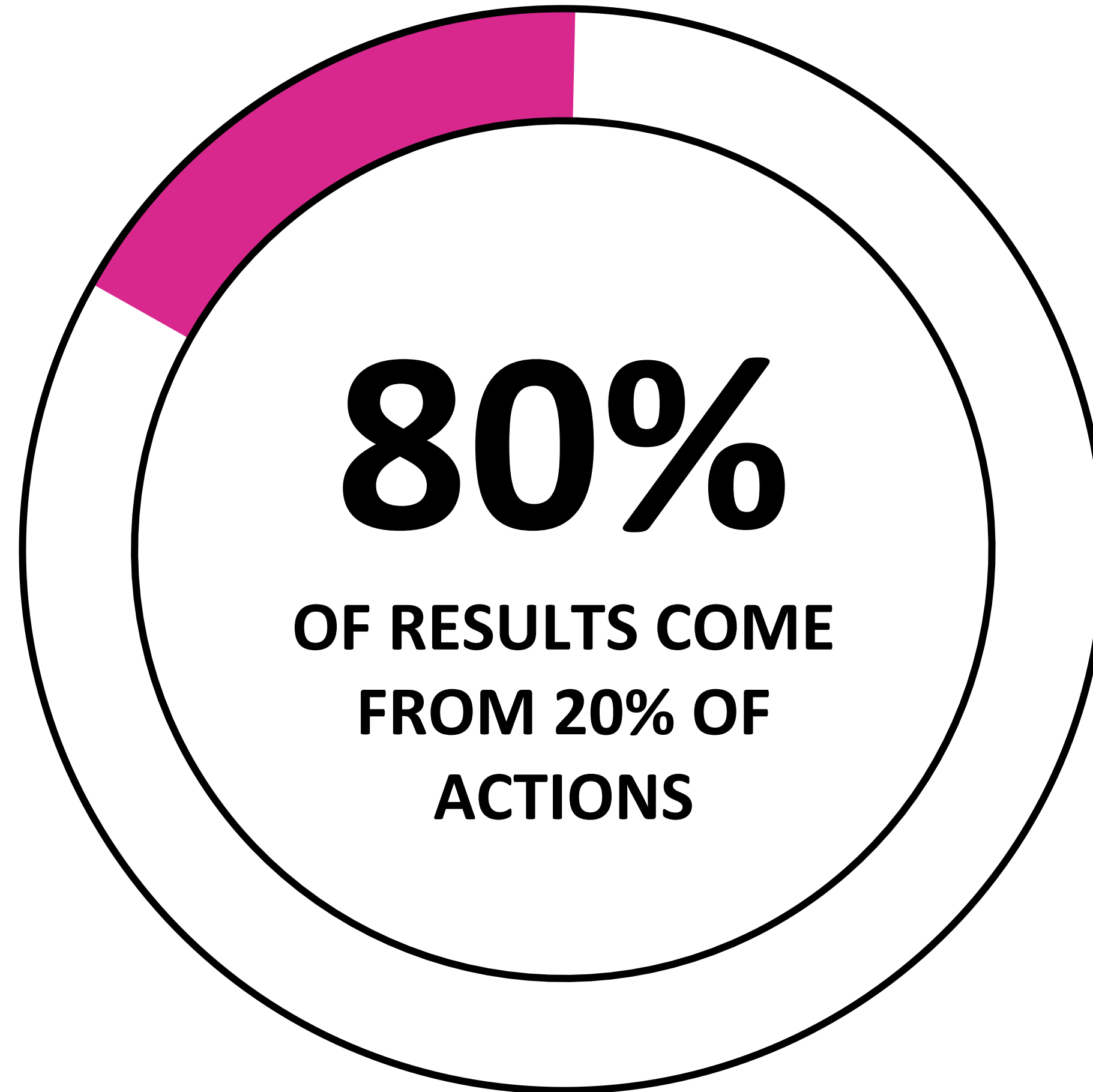
What's causing you the biggest headache with your social media right now?

No time/ resources	43.8%
Low engagement	25%
Unclear strategy	25%
Too many platform changes	6.3%

12:40 PM · Aug 9, 2023 · **253** Views

 View post analytics **Promote**

1 Repost

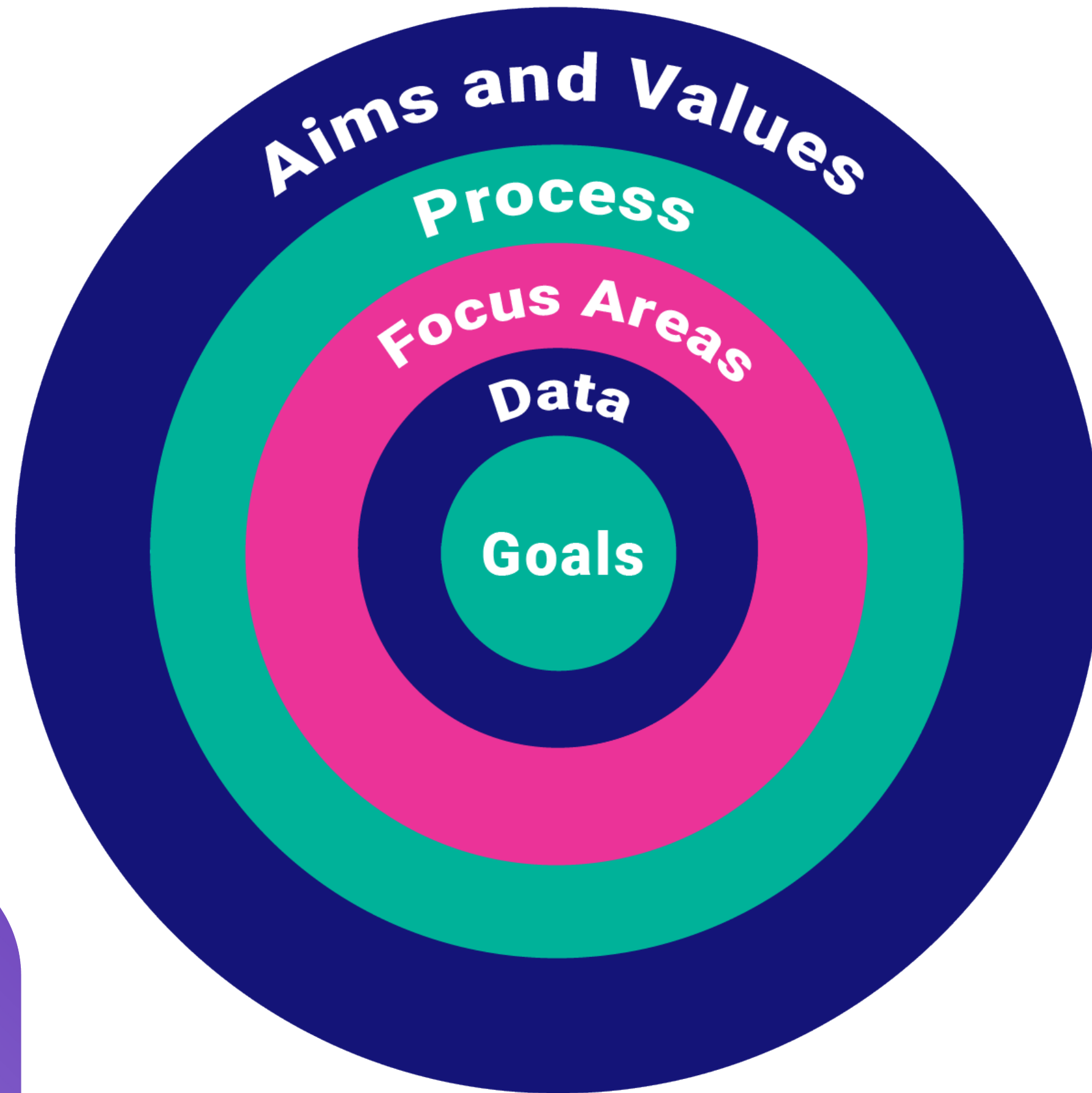


*How can we achieve more
if resources are limited?*

DO LESS.

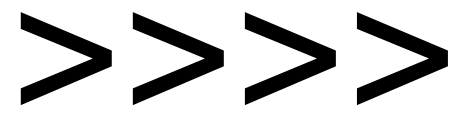
**Prioritise things
that matter the most.**





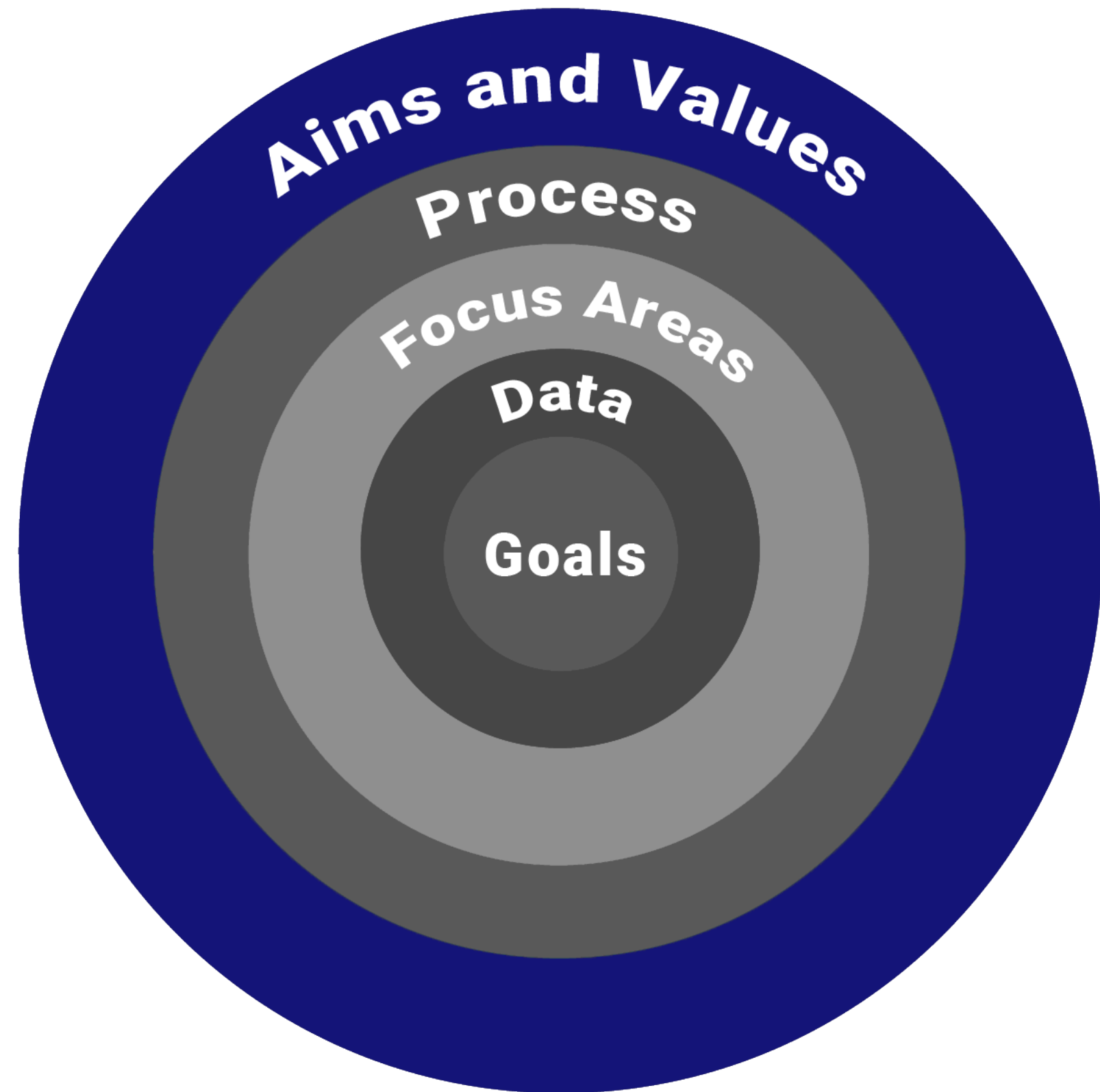
Introducing...
**The Digital
Strategy
Dashboard**

**Access the
template.**



The model



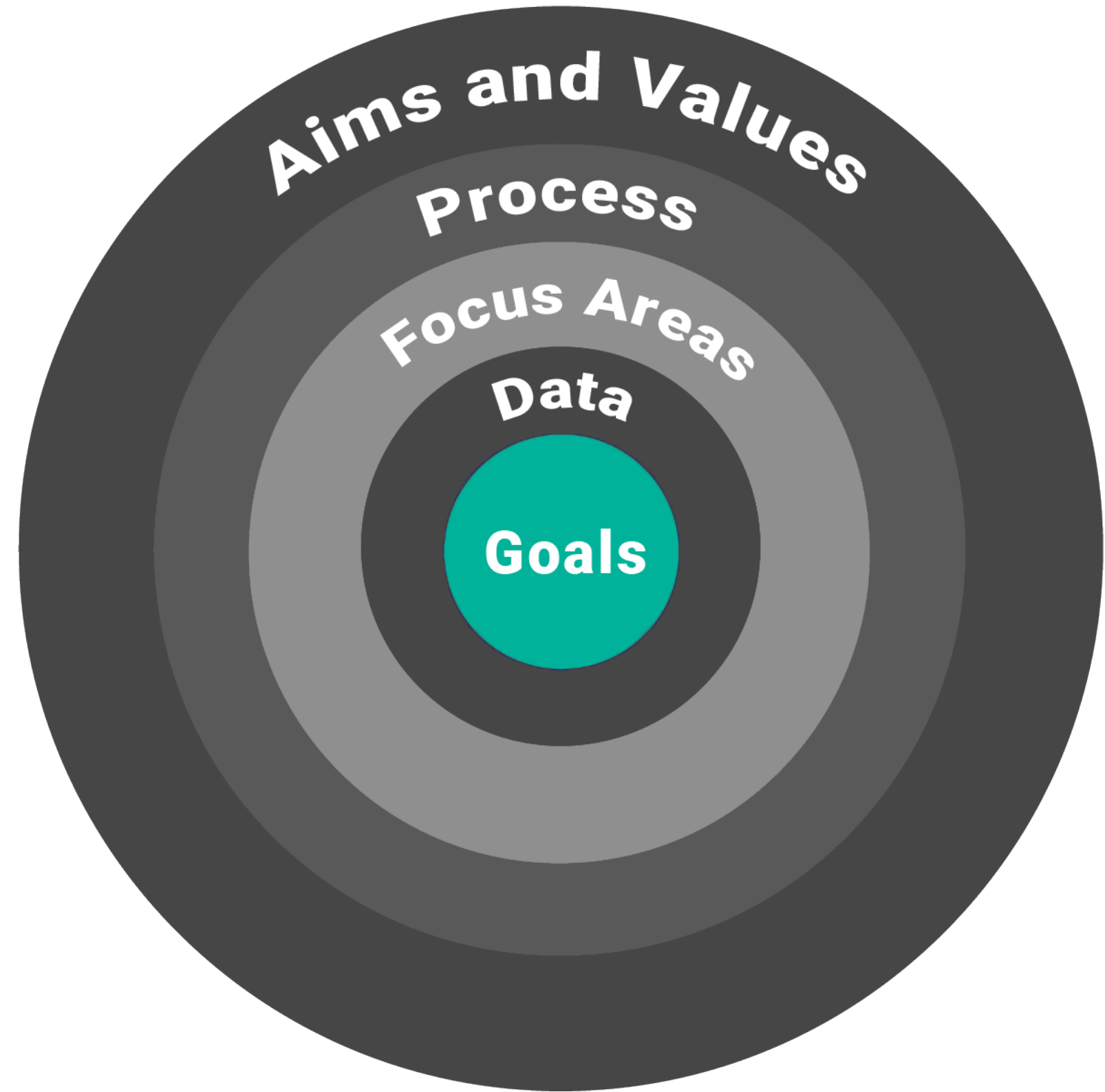


The number 1
network for
fashion creatives.

The scenario

- 2 full time employees
- 1 influential board member
- 1 junior developer
- 2 paid interns



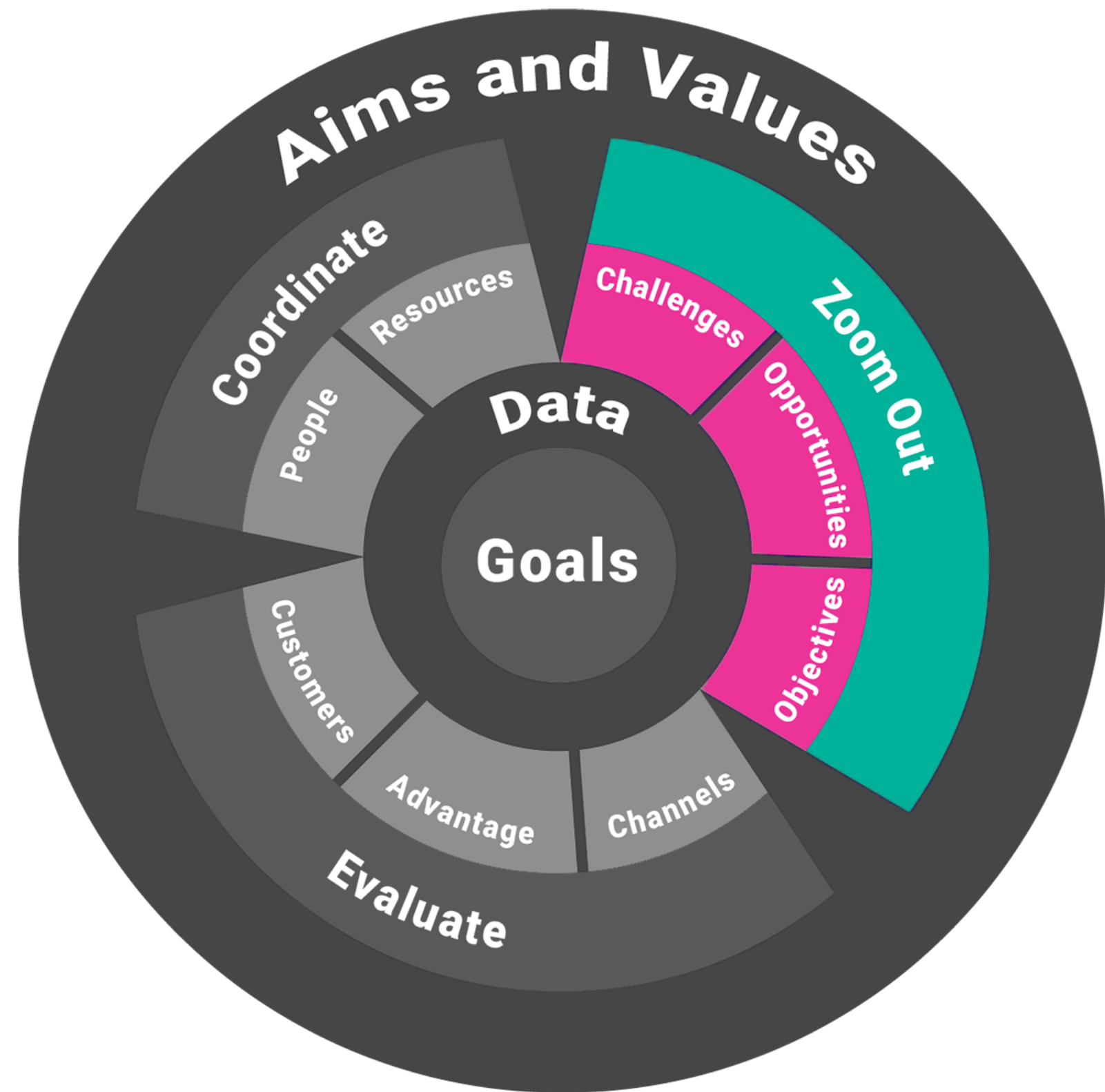


Reach a critical mass of **10,000** verified members.

The strategy

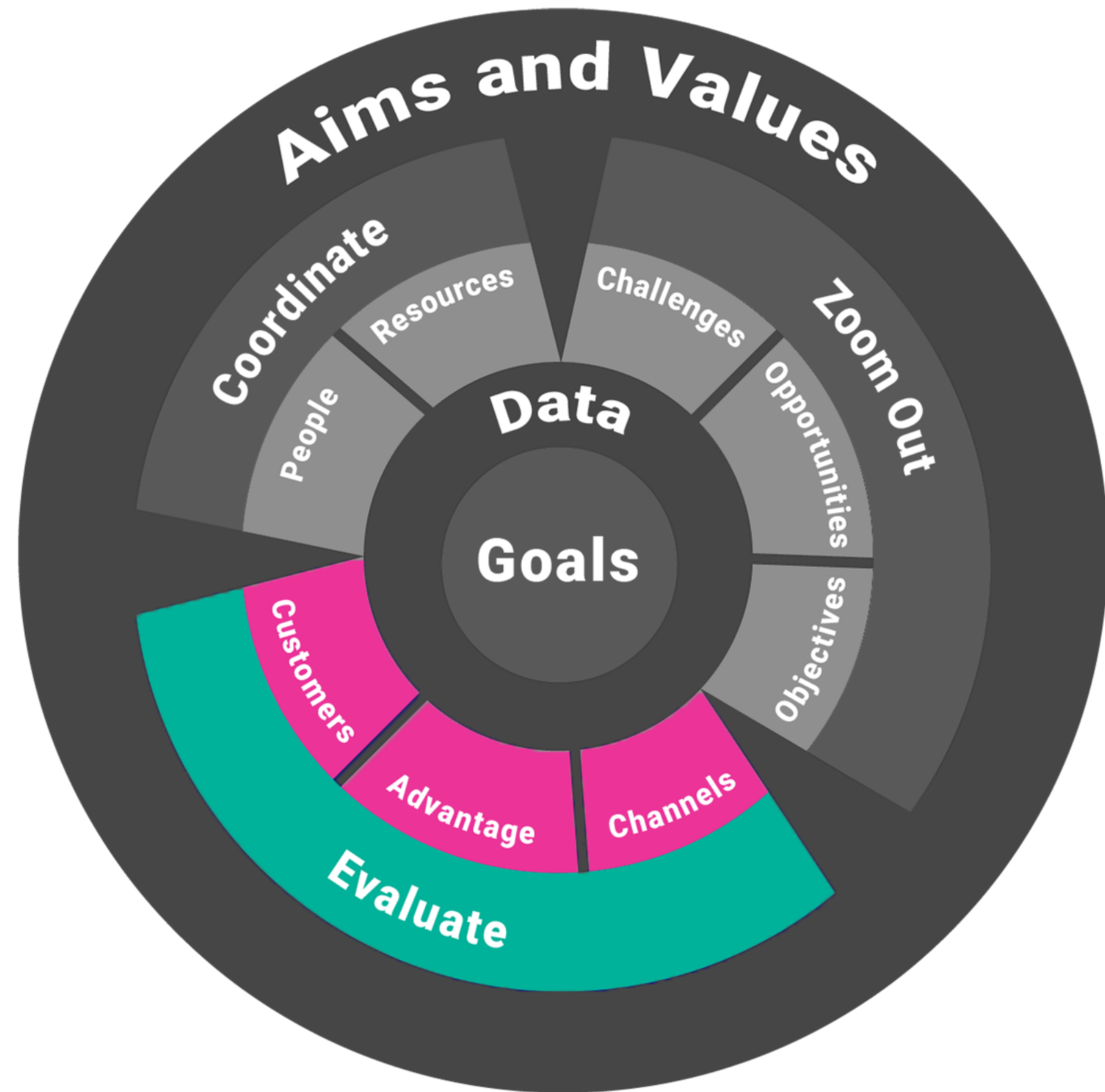
1. Attract the best talent and the rest will follow.
2. Establish ourselves in London first.





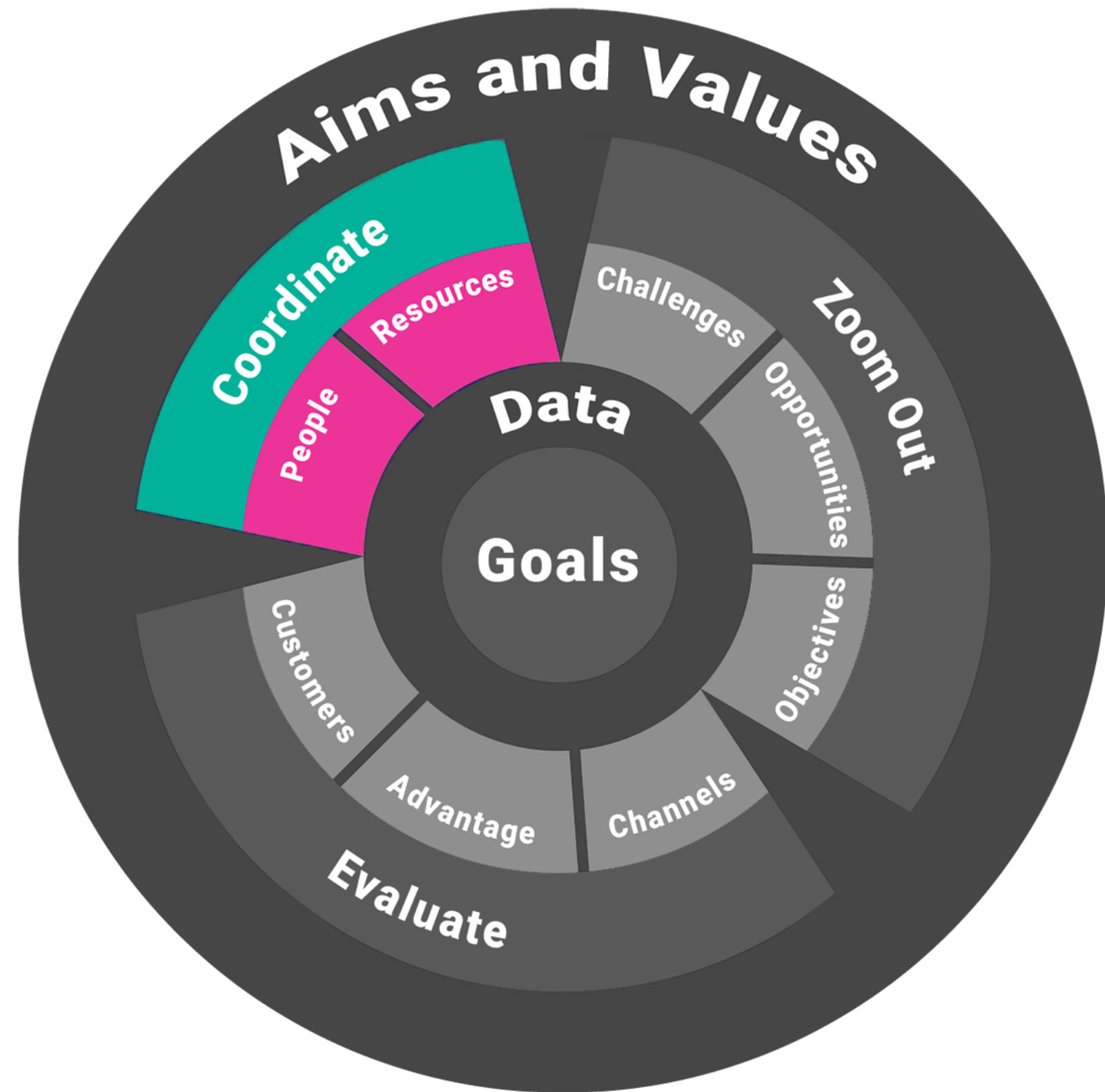
1. Zoom out

- Identify the main **challenges**
- Realise your best **opportunities**
- Choose proximate **objectives**



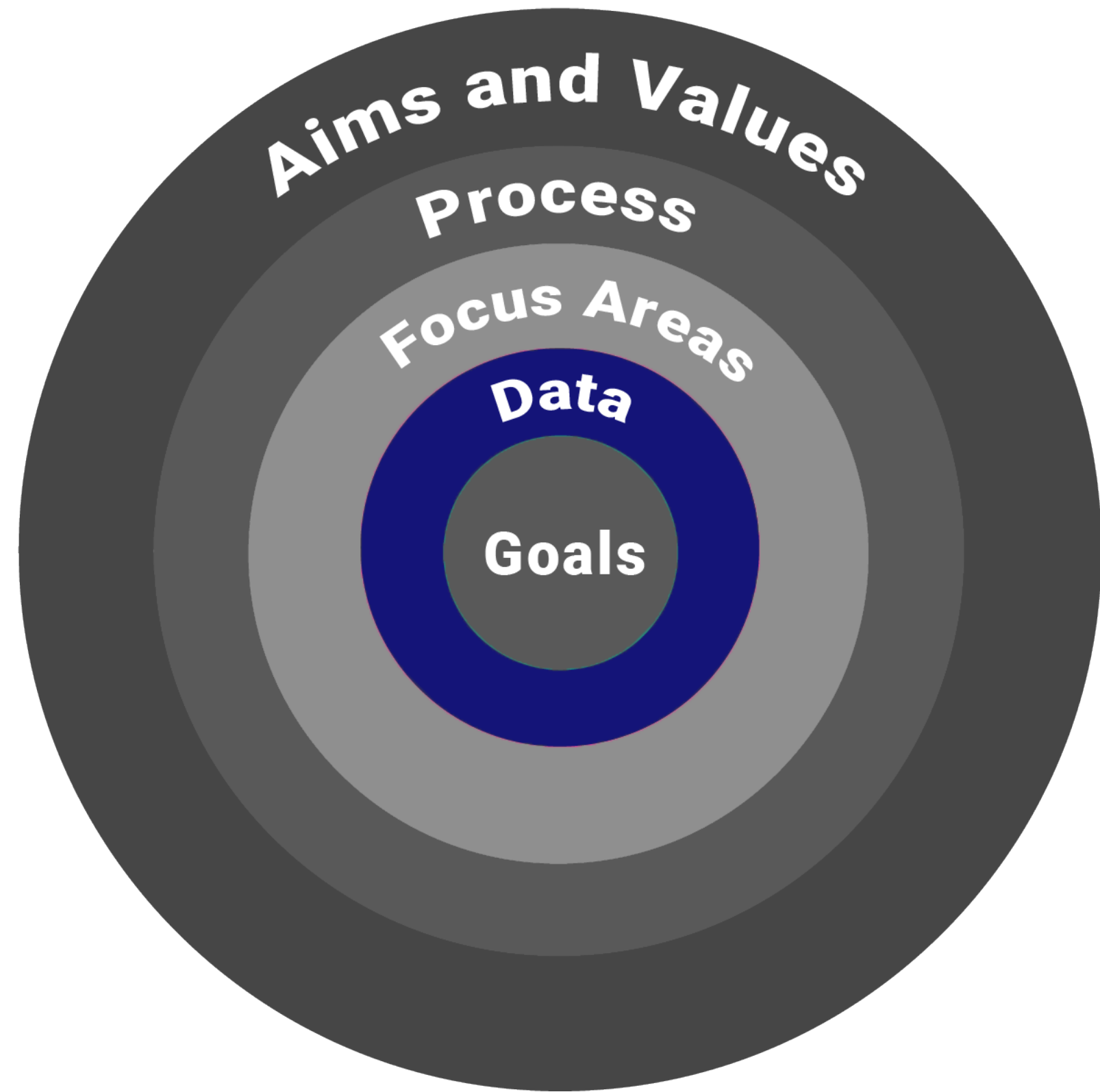
2. Evaluate

- Identify key **audiences**
- Realise your **advantage**
- Choose the most effective **channels**



3. Coordinate

- Augment **human capacity**
- Leverage available **resources**



Data and insights

The outcome

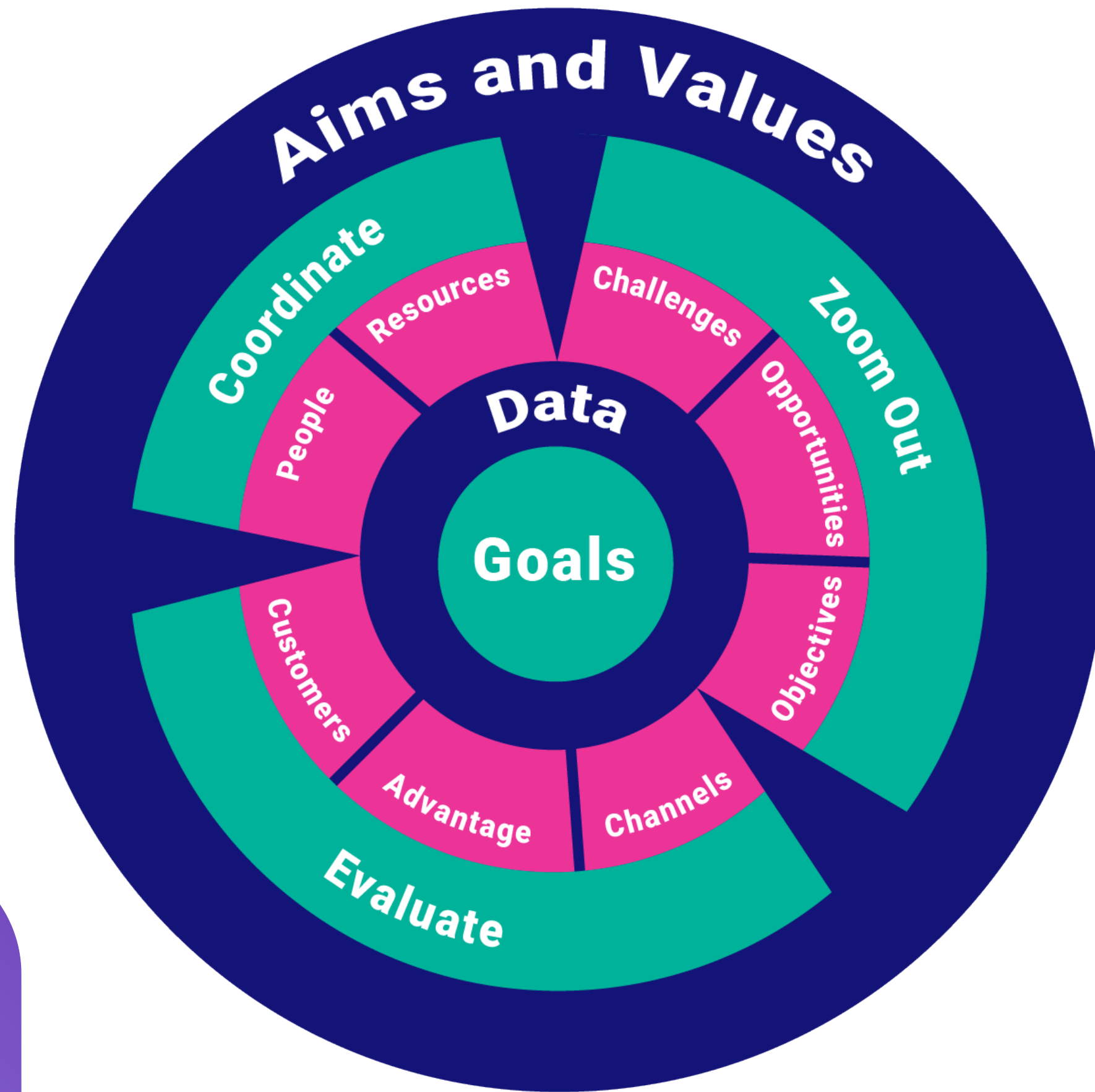
We hit the numbers... but.



Make haste, **slowly**.

Small measured steps...

- Increased positivity and belief
- More certain outcomes
- The chance to over deliver
- Time to experiment and innovate
- React more quickly to emerging opportunities
- Adapt to change more easily



Recap...

The Digital Strategy Dashboard

A short-term pain for a
long-term gain.



Further resources.

“

“The secret to getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting with the first one”

”

Mark Twain, American novelist and generally a wise person.



**How will
you benefit
from doing
less?**

digitalnetwork@artscouncil.org.uk



Get in touch

Send us an email

digitalnetwork@arts council.org.uk

Join the mailing list

digitalculturenetwork.org.uk

Join the conversation

[@ace_dcn](https://twitter.com/ace_dcn)

[#DigitalCultureNetwork](https://twitter.com/hashtag/DigitalCultureNetwork)



Q&A



**Digital Culture
Network**





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