

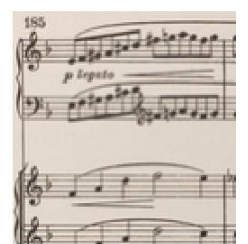
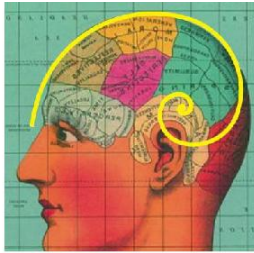
TechniCulture

April 2015

Sarah Lutman
Lutman & Associates

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How cultural institutions are
embracing digital technology



Five Themes

- !Strategy: know your game plan
- !Build capabilities, not projects
- !Shake up the organization chart
- !Audiences first
- !Toward new business models

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Online

Global streaming day



Webcasting live concerts



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On site

In-gallery enhancements



Apps



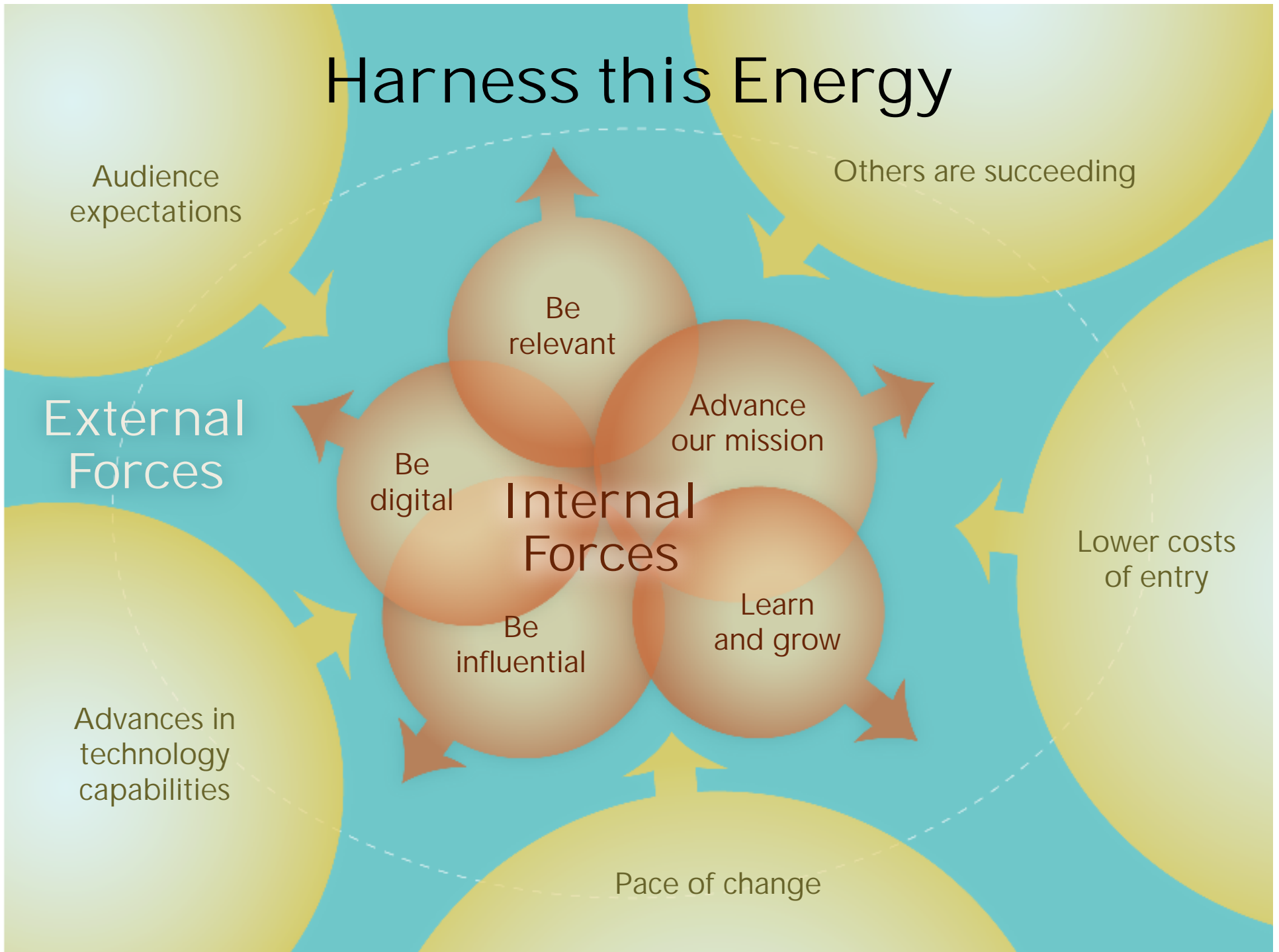
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Harness this Energy



Harness this Energy



Others are succeeding

Audience expectations

Be relevant

Advance our mission

External Forces

Be digital

Internal Forces

Lower costs of entry

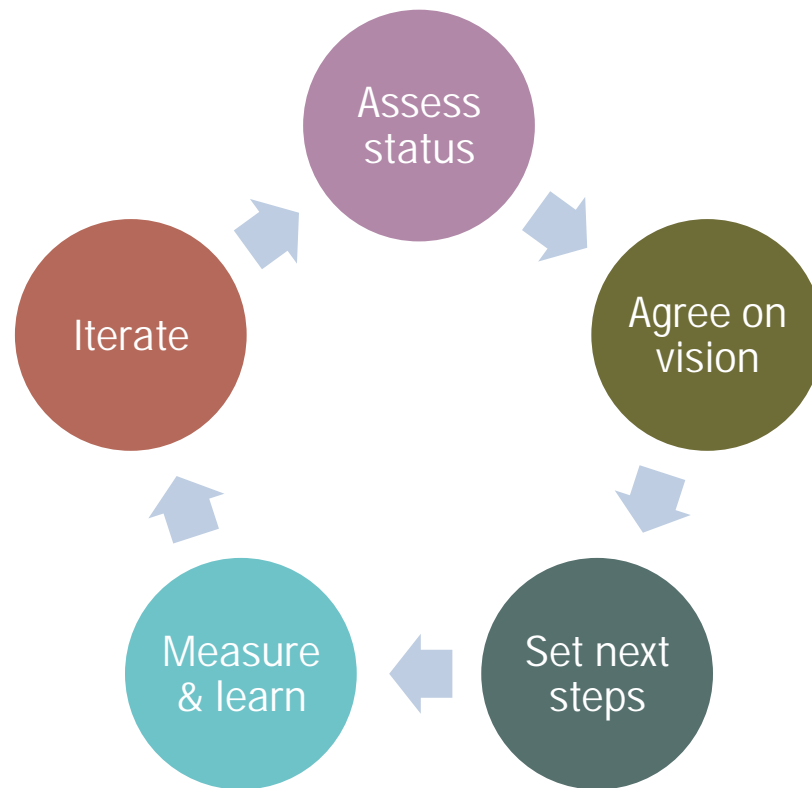
Learn and grow

Be influential

Advances in technology capabilities

Pace of change

Digital strategy steps



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Values and Mindset

Rules of the Road



- Digital strategy is **organization-wide, enterprise level**, integrated with overall strategy (not an appendage).
- Implementation follows a formalized and documented process so you can learn what's working.
- Requires radical transparency, and a commitment from the top of the organization to sharing processes and results.
- Begin and learn, keep moving. Adopt a "move fast" and "learn fast" mentality.

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Speed Bumps

- Weak stomach for prioritization
- Loss of or lack of funding
- Turnover: tech staff moves on
- Internal politics, especially a lack of alignment on the vision
- Change in senior leadership (inconsistency)
- Bad advice from powerful influencers

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Get Started!

- Small steps are OK!
- Begin the journey
- Make it fun
- Try / measure / learn / iterate

Key things to think about

- ! Audiences: What experiences do you want your audiences to have?
- ! Allies: Who in your organization knows more about digital than you do? Tap everyone's expertise!
- ! Awareness: Can you shift from a try/fail to a try/measure/learn mindset?

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Thank you Wyncote!



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