



Digitally literate leadership consultancies for museums

12 individually tailored museum consultancies for senior leadership (designed for CEO plus one other, trustee or member of SLT). Each museum will have three sessions, lasting one hour, over a two month period. This offer is designed for medium - large non-national museums, those with over 6 paid, full-time equivalent members of staff. For at least 4 of the 12 consultancies we will prioritise museums that are actively undertaking work on equity, diversity and inclusion.

Culture24 is delivering a programme of free strategic advice for directors and senior managers of museums, to help build their digital capacity and embrace digital change tactics and practices. This offer forms part of our programme of sector support work funded by Arts Council England from 2018-22.

The opportunities around digital culture can be huge and the challenges daunting. A thriving, successful museum needs a digitally literate workforce that understands these opportunities and challenges, and the ways in which digital technologies, content and culture can best serve their mission. This is more relevant now than it ever has been. But in a fast-changing, multi-layered environment, it can be difficult for many museums to exploit. These consultancies will combine strategy, theory and expert insight with practical, actionable advice - putting you and your organisation in the position to understand these challenges and make the most of the opportunities.

We know that each museum is at a different stage in its digital development and each is likely to have a different set of priorities. The strategic advice will be tailored specifically to your needs and organisation, to help you interrogate the challenges digital culture and technologies are bringing to your organisation, and begin to map the changes you need to make.

Consultancy Structure

The offer will be structured around 3 online sessions with your director and another member of senior leadership, delivered by a senior member of the Culture24 team, each lasting 1 hour, over the course of 2 months.

In advance:

You will provide Culture24 with some initial information about your organisation's current levels of digital activity, capacity and confidence – this will be in the form of a simple questionnaire to be completed and returned to us prior to the session.

In and between the sessions:

- Session 1: Personal digital confidence and skills - we'll explore where both participants feel your personal digital literacy and understanding lies, looking at any challenges and how those play out in your leadership. As follow-up, we'll suggest a focus for you to think about and discuss with colleagues in preparation for the next meeting.
- Session 2: The focus will shift to organisational digital capacity and maturity, exploring areas of challenge and opportunity and the role of digitally literate leadership in creating the change you'd like to lead. As follow-up, we'll suggest further reading, exploration and discussion to focus your thoughts on next steps.
- Session 3: In this final session we will pull the threads of both sessions together, sharing resources where relevant and supporting you to plan ways to further develop your own and your organisation's digital confidence and capacity.

How to apply

Please complete an expression of interest for your museum via this smart survey form <https://www.smartsurvey.co.uk/s/2A8HWD/> by the **deadline of midnight on 6 September 2021**. Culture24 will be in touch shortly after the deadline to confirm the outcome of your application.

If you have any questions or would like any further information please email Helen Lewandowski, Programme Manager, Culture24 at helen@culture24.org.uk.