

Strategy Workshop: Defining ICT Strategy for decision makers of NGOs



“Excellent, well planned, relevant, action packed! Great presenters, great team... Well done and THANK YOU - exceeded my expectations and hugely valuable to AIDS Consortium and our work.”

Denise Hunt
AIDS Consortium

Every year more and more non-profit organisations are utilising Information and Communication Technologies (ICT) to help them achieve their goals because:

- ❖ ICTs are more readily available and cost less – **increased supply**
- ❖ NGOs play a bigger dimension in a more complex, connected world – **greater demand**
- ❖ Internet is a **major driver**.

However, there are some challenges:

- ❖ NGOs **don't view ICT as directly related to the social actions and programmes** – so they get lesser priority
- ❖ NGOs have difficulty **identifying appropriate ICT solutions** for the sector
- ❖ NGOs **have trouble evaluating the resources allocated to ICT** since the financial measures won't generally work.

These challenging views are also shared by the funders and donors of NGO programmes and make them reluctant to fund these investments.*

The main problem for the decision maker is **to link the ICT investments to their mission** rather than financial gain. Non-profit organizations need evaluation systems specific to them, to facilitate analysis and decision making, as well as to understand and improve ICT utilisation.

In **Defining ICT Strategy for Decision Makers of NGOs Workshop** you will be able to work on a strategic approach to ICT, identify appropriate ICT objectives and solutions and link them to your organisation's mission.

**Reference: R. Dameri*

Your mission is at the core of your organisation around which everything revolves: your ICT strategy is no exception.

Take control of your ICT investment decisions from “techies”.

Learn how to link your ICT objectives to your mission.

Learn how to link all your ICT initiatives together.

Know the applications or technologies that are appropriate for your organisation.

Communicate your strategy to funders for better resourcing.

“Talk the talk” with the vendors.

Know your responsibilities in front of the law.

And, expect much more in this three day journey.



Working for Africa to realise its potential through appropriate and innovative services and technologies

Your three day journey with us begins with an approach combining presentation, extensive workshops and discussions.

Day 1 ICT and Non-profit Sector ICT Strategy Process

- Strategy Process Overview
 - Assessing where you are
 - Defining ICT Vision and Goals
- #### Technology Overview
- Personal Productivity
 - Organisational (Networking)
 - Internet

DAY 1

Utilising proven strategy development methodologies modified to the non-profit context, the first part of DAY 1 focuses on the processes used by the workshop revolving around the strategic objectives of the attendee's organizations. There is a deliberate focus on **Aligning ICT to your Organization's Mission**, not the other way around. Only after the mission is clear, does the workshop move into discussions of technology, beginning with a **simplified overview of ICT** as part of the afternoon discussions.

"I've attended strategy workshops before, but never have I had a workshop that aligns IT to the organization strategy. This approach makes sense to me."

Day 2 Technology Applications For NGOs

- General Productivity
- Finances, Accounting, HR
- Document Management
- Data Management and CRM
- Mass Communications
- Utilising Internet and Web
- Utilising Multimedia
- Mobile Applications

DAY 2

With organizational mission and a basic ICT framework in hand, DAY 2 introduces attendees to technologies designed specifically to help non-profits achieve their goals. The focus of DAY 2 is to open the minds of the attendees to the possibilities while focusing on **Doing Work Better, Doing Better Work**. The day builds upon the work done in DAY 1, and allows attendees to focus on how technologies can enable achievement of goals.

"As a technophobe, I was loath to attend this day's session. But, the approach was so open, relevant, and respectful; I finally saw the benefit of technology in my work. I'm now enthusiastic to jump in."

Day 3 Putting ICT Strategy together

- Objectives
 - Measurement and targets
 - Strategy Map
 - Balanced Scorecard
- #### Defining ICT Vision and Goals
- #### ICT Governance
- #### Support & Maintenance
- #### Budgeting for ICT

DAY 3

Pulling it all together to create the framework for a Technology Plan is the objective of DAY 3. The Strategy Workshop Approach continues utilizing a modified balanced scorecard methodology. The workshop focuses on choosing the most impactful interventions designed to achieve measurable objectives. DAY 3 focuses on defining the **clear causal link between IT and achieving the organization's objectives**. Most IT proposals fail because NGOs are not able to clearly measure and document the benefits of the intervention: Tools and methodologies to address this are discussed. DAY 3 closes with discussions often neglected – addressing the often un-anticipated consequences of ICT implementation.

"Today's session did bring it all together, and thanks so much for the discussions on Governance, Risk Management, Security, etc. No one ever talks about this and it is important."

Who should attend?

Decision makers within the NGOs who:

- ❖ Plan to achieve their objectives
- ❖ Have ever thought that technology should be a tool to achieve goals
- ❖ Believe that there must be a better way to do more with less



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