

Communities of a New Future

Resources from ‘Lessons on Digital Transformation’

16 July 2020

Background

The following resources will assist you in furthering your work seeking new ideas, transitioning digitally and exploring the future of creative hubs.

- Top ten skills participants need and have
- Database of participants
- Skills mapping results
- Resource links
- Second forum recorded session
- Speakers' presentation decks

Communities of a New Future: A series of creative hub conversations

Lessons on Digital Transformation

25 June 2020

London: 9.00–10.30 a.m.; Manila and Kuala Lumpur: 4.00–5.30 p.m.;
Jakarta and Bangkok: 3.00–4.30 p.m.



TJ Parpan
Thames International
Philippines



Reese Fernandez-Ruiz
Rags2Riches and
Thingsthatmatter.ph
Philippines



Gillian Easson
Creative Dundee
Scotland



Hogi Wirjono
Future10
Indonesia

In partnership with



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Lessons on digital transformation

Top ten skills directory

Top ten skills (need and have)

- British Council consolidated the top ten skills participants need and have for digital transformation from the forum's registration form.
- You may get in touch with the other participants who can offer the skills you need through the database we are sharing with you.
- We highly encourage you to use this resource for partnership and collaboration.

Summary

Skills	Need	Have*
Data analysis and visualisation	166	71
Content curation	158	117
Strategic communications	151	85
Creative problem solving	146	109
Digital marketing	140	62
Remote collaboration	136	75
Graphic design	132	113
Video production	129	69
Design software (Adobe Photoshop, Illustrator, InDesign, etc.)	128	114
Language skills and translation	120	82

*This refers to the number of participants who said that they have the skills to offer.

Accessing the database

- Download the file here:
http://www.britishcouncil.ph/sites/default/files/cnf_forum-2_top-10-skills-directory.xlsx
- The database is classified per 'skills have'. In total, there are ten tabs namely, data analysis, content creation, strategic comms, creative problem solving, digital marketing, remote collaboration, graphic design, video production design software and language skills.
- Each tab represents one skill. Some of the participants' names will be repeated if they listed more than one skill.

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Skills mapping results

Skills mapping results

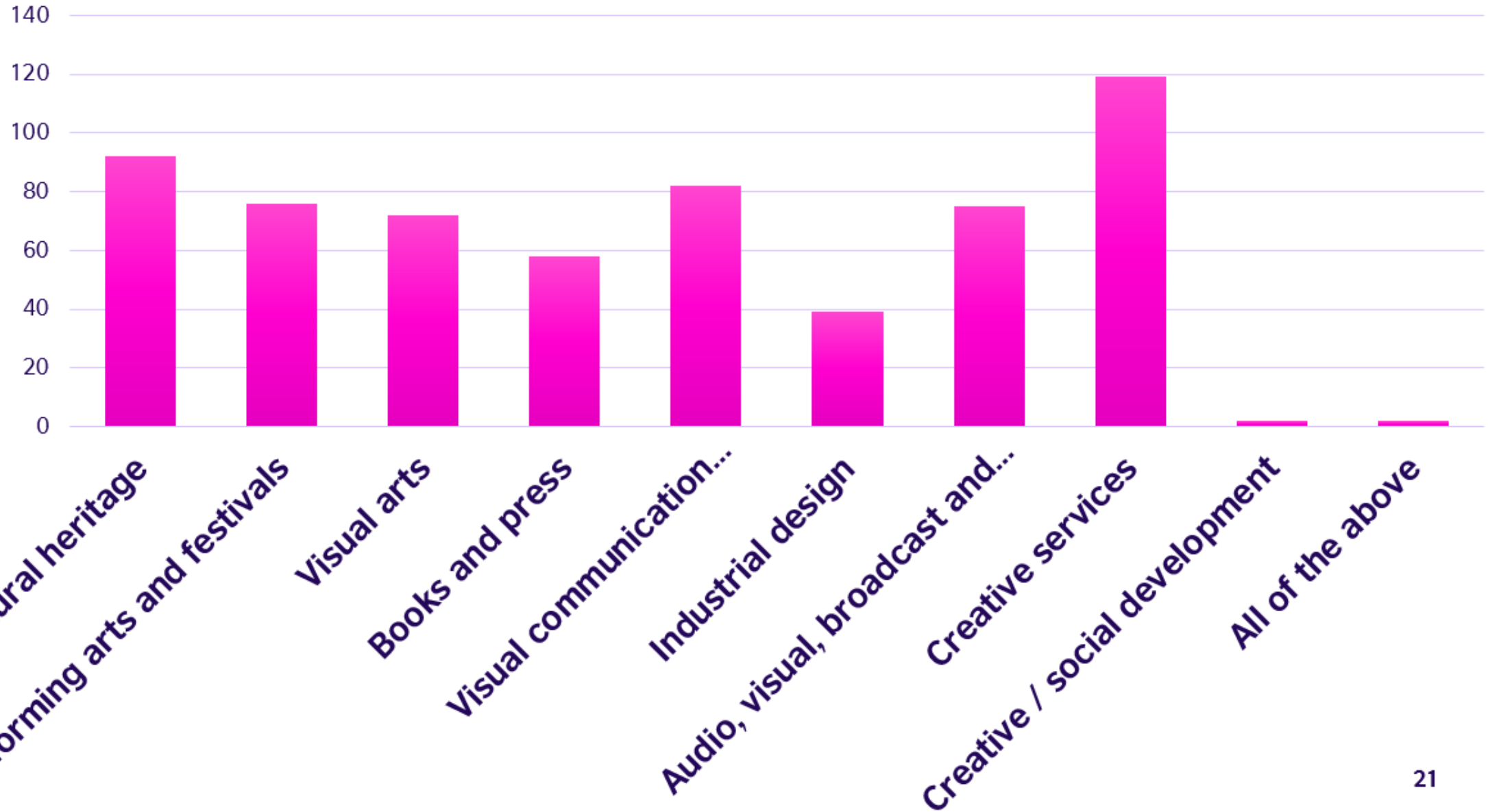
The results are based on the registration as of 23 June 2020.

- Which creative sector are you predominantly working in?
- Top ten skills for digital transformation
- What are the positive results of your digital initiatives?

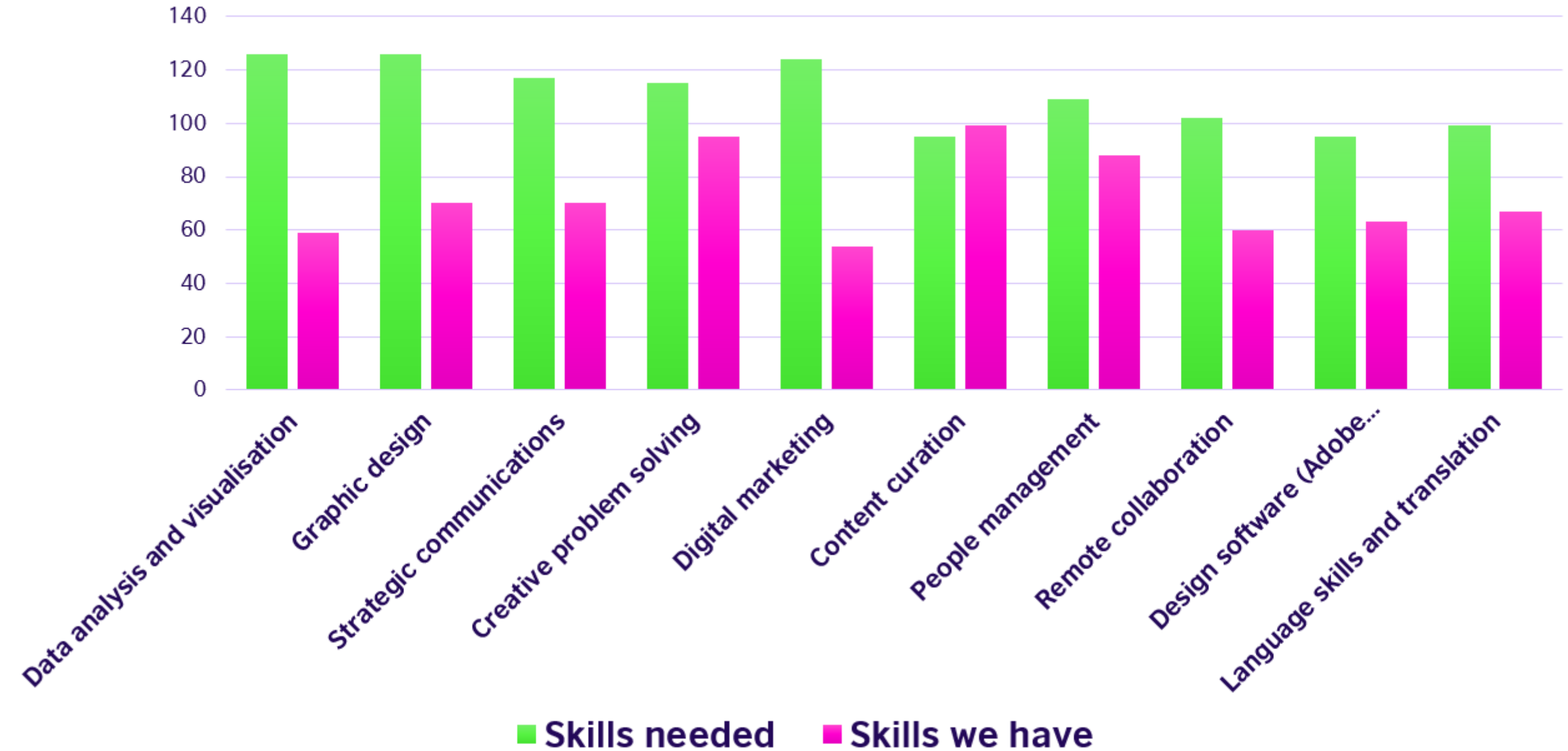
Twenty one countries represented



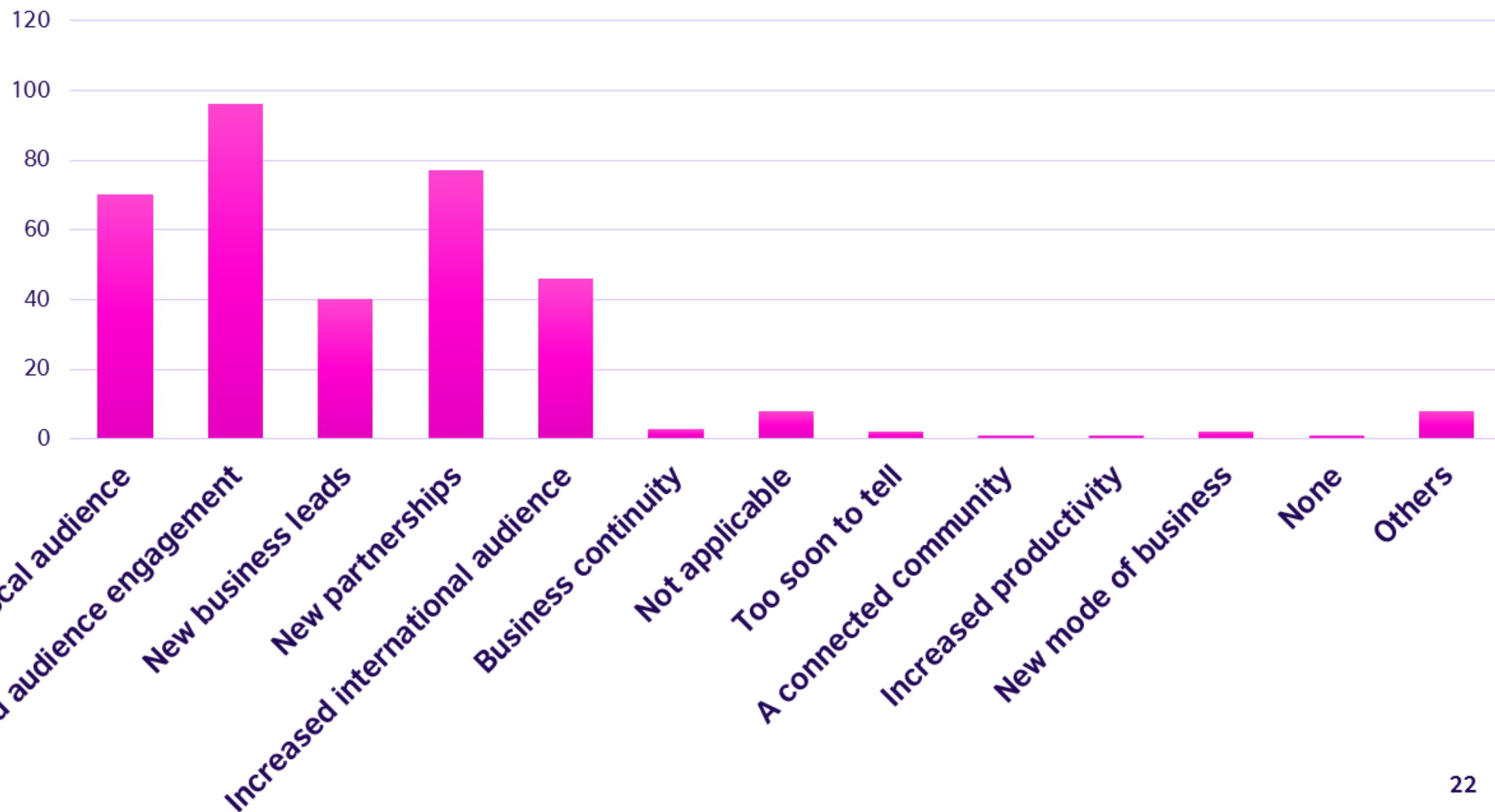
Which creative sector are you predominantly working in?



Top 10 skills for digital transformation



What are positive results of your digital initiatives?



Lessons on digital transformation

Resource links

Resources

Name of individual/ organisation	Description	Link
TJ Parpan (PH)	Managing director, Thames International Business School, Philippines	https://thames.edu.ph/
Reese Fernandez (PH)	Founder, Rags2Riches and thingsthatmatter.ph, Philippines	https://www.rags2riches.ph/ ; https://thingsthatmatter.ph/
Gillian Easson (UK)	Co-founder, Creative Dundee, Scotland	https://creativedundee.com/
Hogi Wijorno (ID)	DJ and Co-founder, Future10, Indonesia	https://www.youtube.com/channel/UCJKB5rWa0Q5sDpm09bM8d7g ; https://www.facebook.com/future10productions
Adobo magazine (PH)	Article – insights, research, creative hubs	https://www.adobomagazine.com/featured/insight-the-resilience-of-creative-hubs-in-southeast-asia-told-through-the-british-councils-communities-of-a-new-future/
Altimeter (North America, Europe, Asia)	Report – research, digital transformation	https://www.prophet.com/download/the-state-of-digital-transformation/
Wunderman Thompson Intelligence (USA)	Article – insights, support	https://intelligence.wundermanthompson.com/2020/06/gen-z-career-futures/?mc_cid=a1de037f91&mc_eid=cb5f487d12

Resources

Name of individual/ organisation	Description	Link
Echoes (ID)	Youtube channel – music culture, performance	https://www.youtube.com/channel/UCBqHSrIDXQMpenYzNvN6YPw
Brightspot (ID)	Website – culture, trends	https://www.brightspotmrkt.com/
SCVO (UK)	Article – support, advocacy, connectivity	https://scvo.org.uk/p/36175/2020/03/19/no-one-left-behind-digital-scotland-covid-19
Shots (UK)	Article – insights, innovation, digital skills	https://www.shots.net/news/view/online-inclusion-why-digital-skills-are-the-future
The Scottish Government (UK)	Report – insights, economy, pandemic	https://www.gov.scot/publications/towards-robust-resilient-wellbeing-economy-scotland-report-advisory-group-economic-recovery/
Medium (USA)	Article – insights, support, relationship	https://medium.com/@davidgljay/relational-ecology-77f3e3f22ba6
Electronic Beats (Germany)	Article – insights, music, livestreaming	https://www.electronicbeats.net/berlin-radio-diy-cctv-bcr-hor/

Resources

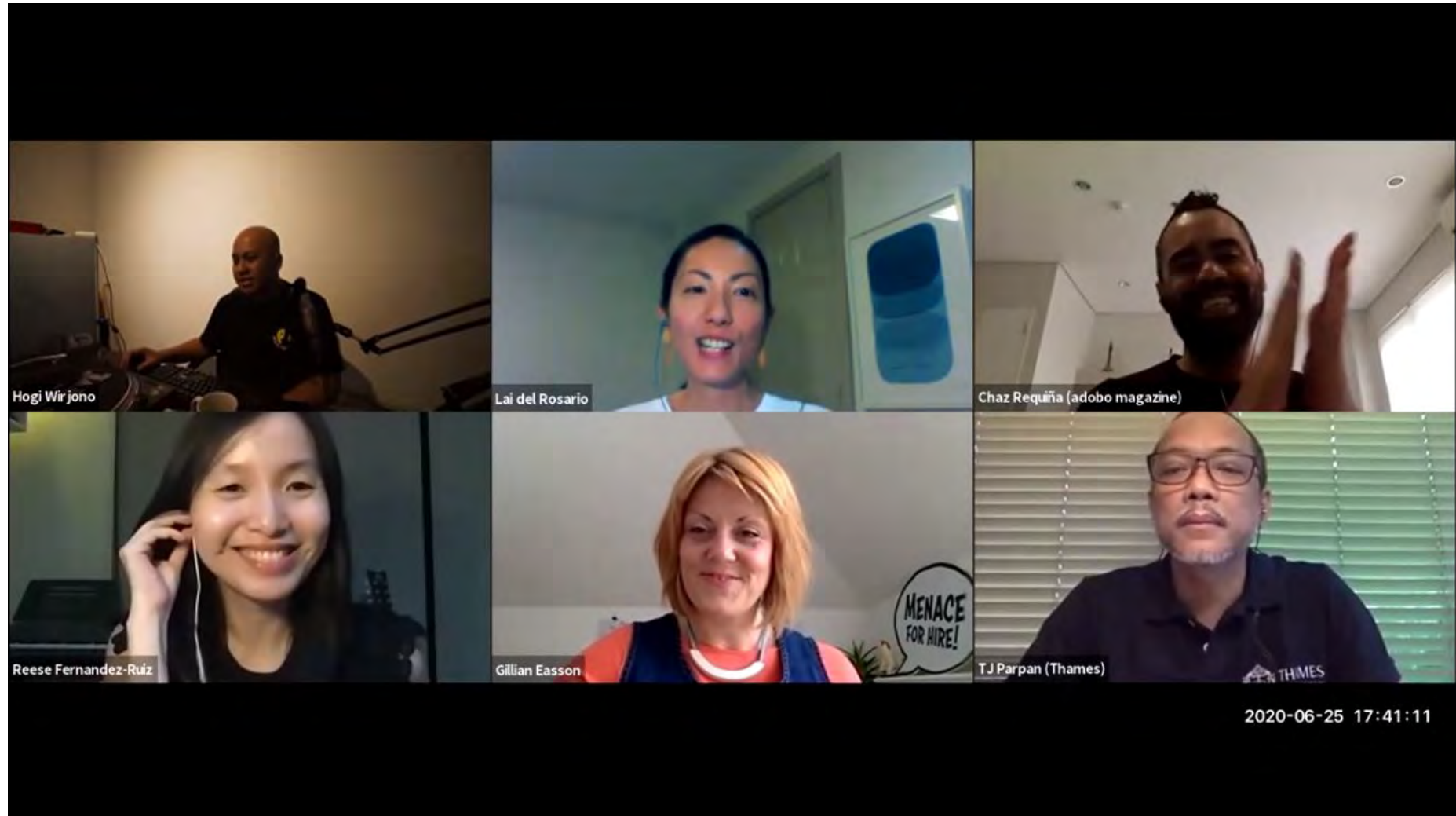
Name of individual/ organisation	Description	Link
British Council	Toolkit - creative hubs, learning, support, innovation	https://creativeeconomy.britishcouncil.org/resources/creative-hub-leaders-toolkit/
British Council	Article and resources – education, digital learning, innovation, support, online conferences	https://www.teachingenglish.org.uk/article/teaching-online
FutureLearn (UK)	Free online course – digital marketing, learning	https://www.futurelearn.com/subjects/business-and-management-courses/digital-marketing
British Council	Article – insights, digital literacy	https://learnenglishteens.britishcouncil.org/topics/digital-literacy/term
UNESCO	Articles – insights, covid-19 response, creative economy, innovation,	https://en.unesco.org/creativity/covid-19

Lessons on digital transformation

Recorded session

Youtube link

https://youtu.be/A_u-bcM1JZo



Lessons on digital transformation

Speakers' presentations



TJ Parpan

Managing Director, Thames International School
Philippines

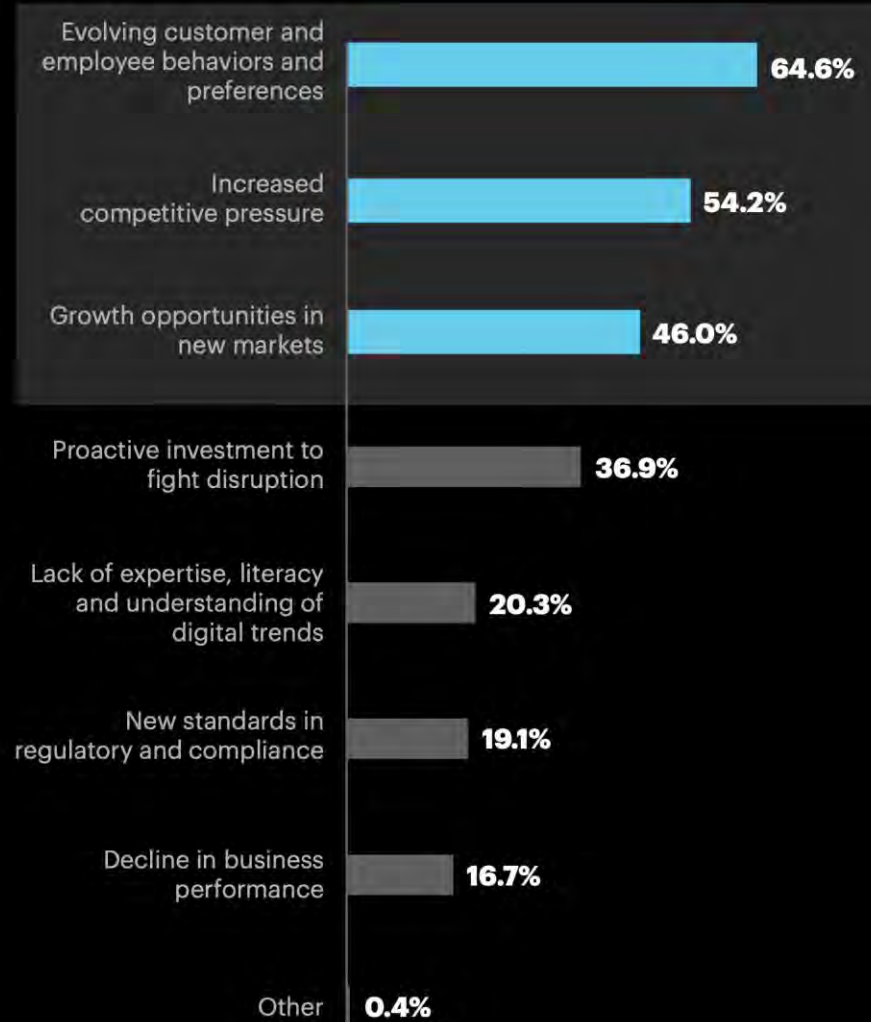
BUSINESS TRANSFORMATION



The insightful application of customer-centric and digitally-driven strategies onto the key domains of a business that allows it to continuously evolve in its creation of value for its customers.

DRIVERS & CHALLENGES OF TRANSFORMATION

KEY DRIVERS OF DIGITAL TRANSFORMATION



TOP CHALLENGES FOR DIGITAL TRANSFORMATION INITIATIVES



7 PILLARS OF BUSINESS TRANSFORMATION

	BUSINESS AS USUAL	PRESENT & ACTIVE	FORMALIZED	STRATEGIC	CONVERGED	INNOVATIVE & ADAPTIVE
PURPOSE		An organization's "why" or reason for being.				
PEOPLE		An organization's empowered and engaged human resources.				
PROCESS		An organization's ideal methods of doing work that drives efficient operations.				
PRODUCT		An organization's innovative offering that delivers value across their customer's experience.				
PROFIT		An organization's management of finances that provides stability and potential for growth.				
POSITION		An organization's unique market position that keeps it competitive.				
PERSPECTIVE		An organization's ability to derive actionable insights from data.				

SUCCESSFUL TRANSFORMATION IS ULTIMATELY ABOUT CULTURE

Gartner

The Key to Business Transformation is Culture

Digital Business

The culture of an organization, more than business strategy, determines how the business grows and transforms.

Cultural issues are at the root of many failed business transformations, yet most organizations do not assign explicit responsibility for culture.

Deloitte

CIO Insights and Analysis from Deloitte

The Role of Culture in Digital Transformation

As organizations prepare for and work through a digital transformation, it's vital to create a culture in which everyone is tech savvy and risk is everyone's business.

CMS WIRE

Why Culture Change Is Essential for Digital Transformation

Shortcomings in organizational culture are one of the main impediments to company success in the digital age, according to a recent [McKinsey survey](#) of global executives. The survey highlighted three digital-culture deficiencies: functional and departmental silos, a fear of taking risks, and difficulty forming and acting on a single view of the customer.

CIO

ASEAN

Successful Digital Transformation Begins with a Cultural Transformation

Digital transformation marks a radical rethinking of how an organization uses technology, people, and processes to fundamentally change business performance.

It's also a rethinking that's gone mainstream pretty quickly. According to IDC, 40% of all technology spending will go toward digital transformations, with enterprises spending in excess of \$2 trillion through 2019.

But as [CIO.com observed recently](#), digital transformation doesn't come in a box—or a cloud. People and processes have equally important parts to play in the undertaking.



Reese Fernandez-Ruiz

Founder, Rags2Riches & Thingsthatmatter.ph
Philippines

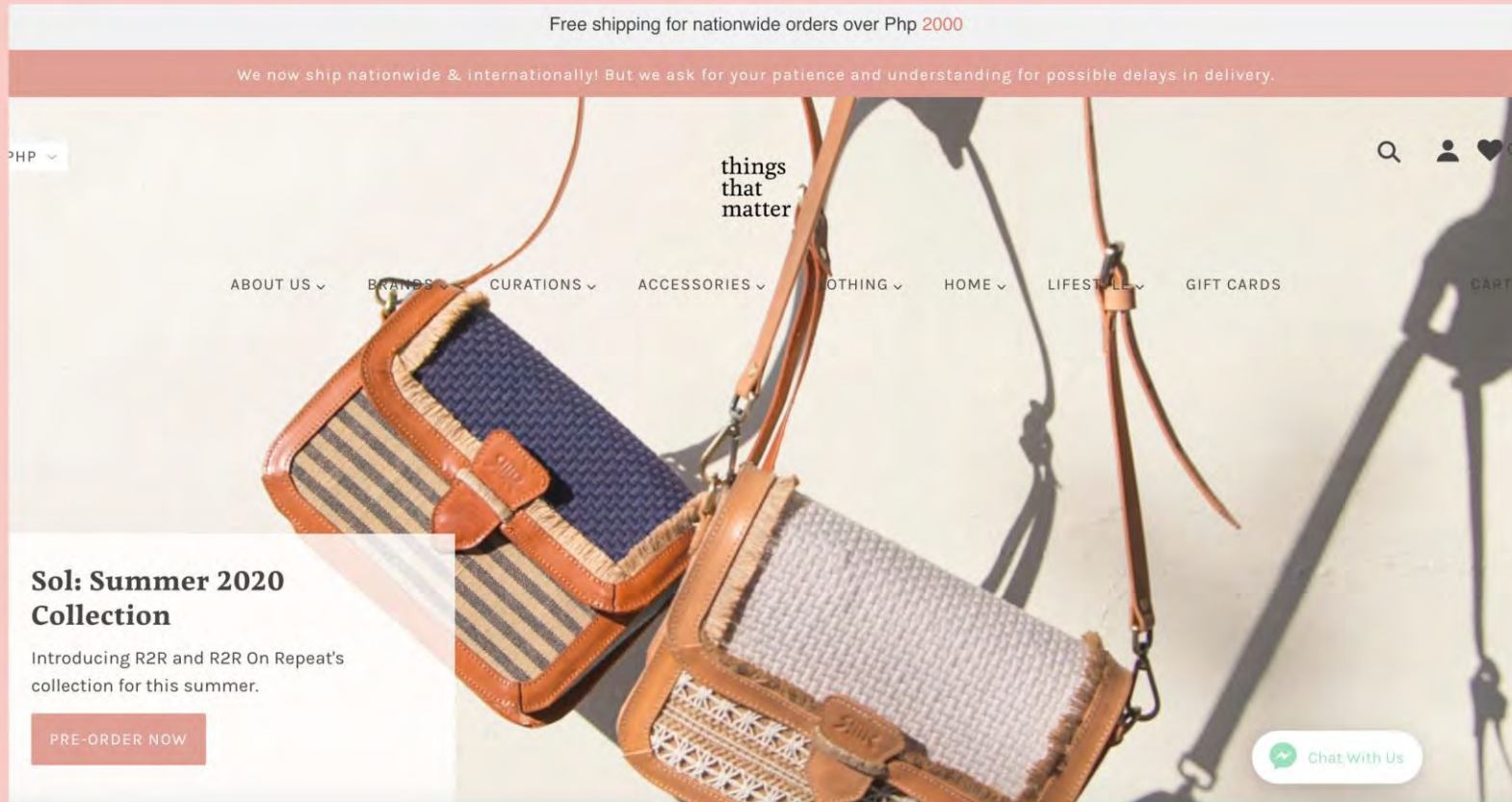


things
that
matter

Digital Transformation is not an Option

It is absolutely necessary.

Pre-Pandemic



- **Our current online store is 6 years old already**
- **Our online presence is 13 years old as well**
- **Our stores:**
 - **thingsthatmatter.ph**
 - **rags2riches.ph**
 - **Instagram**
 - **Facebook**
 - **Corporate**
 - **UP Town Center**

Quarantine Day One (almost) to now

The things we did as a company



**Pivoted to Face Masks
and other Essentials right
away**

www.creativeeconomy.britishcouncil.org



**Communicated with
Advocates (and each other)**



**Contributed to the Front
Liners while generating
Livelihood for our Artisans**



**Created innovations for the
future**

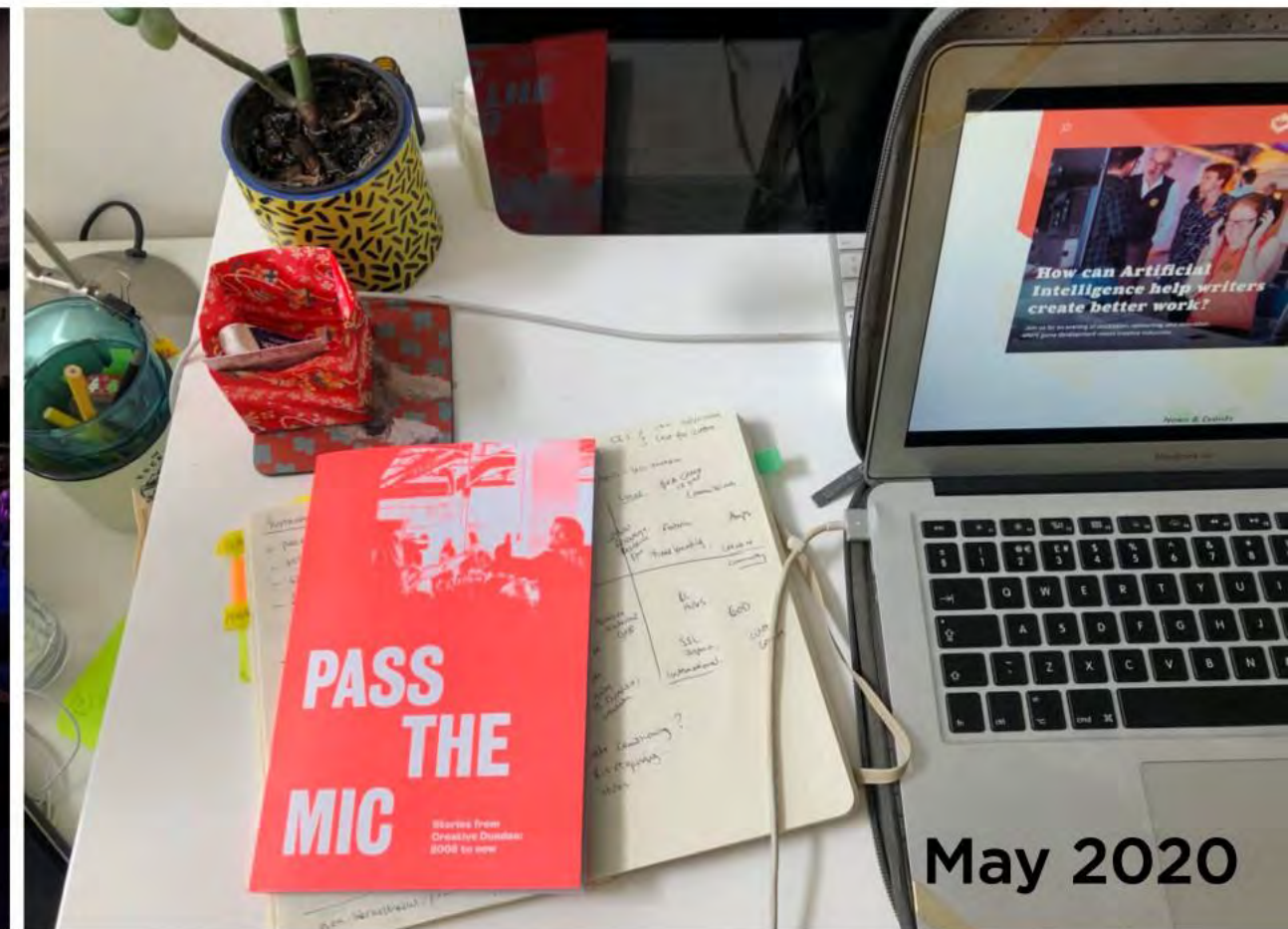
Learnings

- 1. Communicate CONSTANTLY & Compassionately with your team & advocates***
- 2. Make things easy for your advocates / customers***
- 3. Equip your team with the tools***
- 4. Get Tactical but don't forget the Long Term***
- 5. DO NOT Ignore Numbers***





Gillian Easson
Founder, Creative Dundee, Scotland





How can Artificial Intelligence help writers create better work?

Join us for an evening of discussion, networking and innovation, where game development meets creative industries.

Cultivating Creativity

We believe that culture and creativity are essential catalysts for positive change. For this reason we support talent to base, grow and sustain their practice in and around Dundee, by amplifying and connecting the city's creativity.

[More about Creative Dundee](#) →



JOIN AMPS

Highlights

Event

Learn about mutual exchange systems for creative communities in a special time banking workshop

Guest Blog

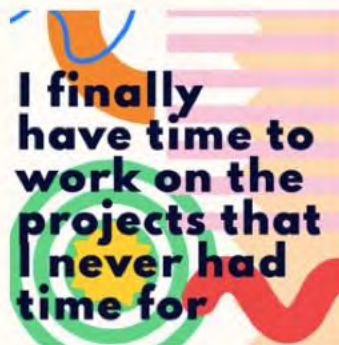
David Scott shares his love of boat building, talks about his recent residency at Archipelego Folk School

Event

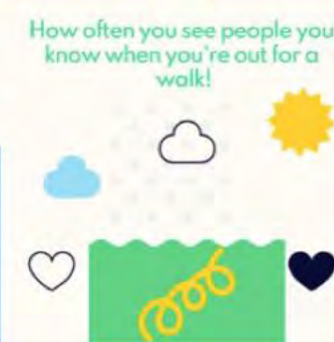
Learn about mutual exchange systems for creative communities in a special time banking workshop



It's going to be scary to go outside the gate into the World beyond and meet other Humans - who are the survivors of this war!



How wonderful it is that the vast majority of people are so community minded and will go out of their way to help each other.







Hogi Wirjono

Co-founder, Future 10, Indonesia



Brief history of **FUTURE10**

Future10 started as a 3 people operation promoting a weekly underground club night in a hidden area in Jakarta back in 1995. The night was such a success other clubs wanted a piece of the action.

On top of running events in a few clubs, Future10 started doing warehouse events & then outdoor festivals. It started with the Gatecrasher Soundsystem with 8,000 people, then the Jakarta Movement festivals was created that had up to 18,000 people and was the prototype of the current multi stage festivals in Indonesia.



These scenes on the left were the norm of FUTURE10's parties.

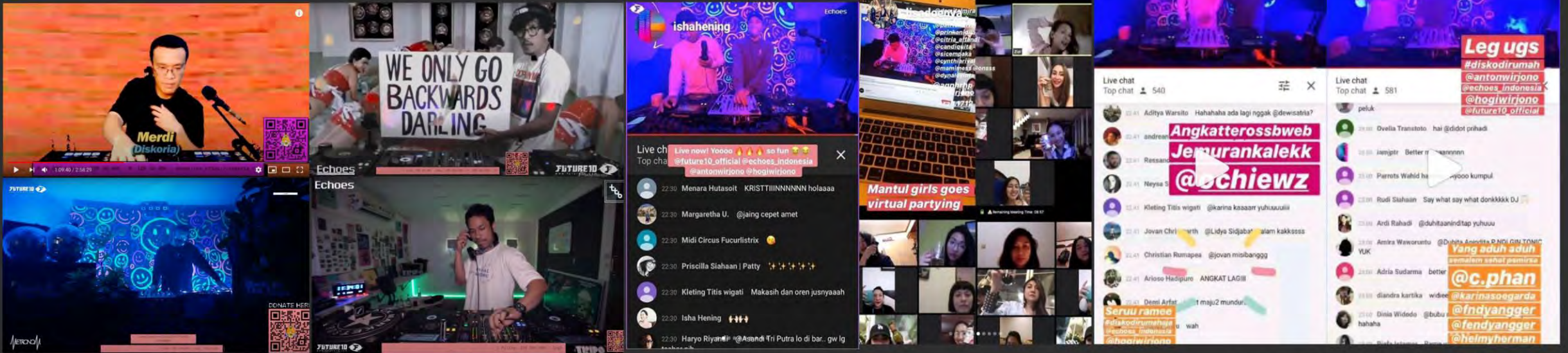
The vibe, the crowd, the dancing, the loud music was the key elements to our events.

We don't know when we can throw parties like this again.

So we came up with a solution.



When the pandemic begun in Indonesia we have moved all our flagship events to stream on our youtube channel ECHOES.



CROWD REACTIONS
PARTICIPATIONS
DURING & AFTER
THE STREAM

Subculture Driven

Creating events and activations that are driven by subculture communities

Innovation Mindset

Open to new ideas and becoming the first on executing the ideas in various music & lifestyle events

Alternative Movement

Serving a different perspective on the current options that are available in the society

Collaboration
→
Keep Moving Forward







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Business
School



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