How Toxic Tech is *Really* Affecting Your Association

and What to Do About It

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Introductions

Chair

Gordon Brewster

Head of Sales and Customer Manageemnt, iFINITY

Introductions

Panelist

Vicki Partridge

Director of Operations

Makaton

Introductions

Panelist

Graham Mulholland

Head of IT

The Royal College of Ophthalmologists

Agenda

01 What is Toxic Tech?

02 Red Flags

03 Root Causes

04 Associated Risks

05 Solutions

06 Next Steps

01 What is Toxic Tech?

What is **Toxic Technology**?

"Toxic technology describes the harmful characteristics caused by poor design, or neglect. Poor design is common, in an industry where outputs are often favoured over outcomes. Neglect is systemic, caused by short-termist cultures, processes and practices which inhibit sustainability."

David Rogers, Toxic Technology

Poll #1

Are you struggling with toxic technology at your association?

02
Red Flags

Complaints you will hear

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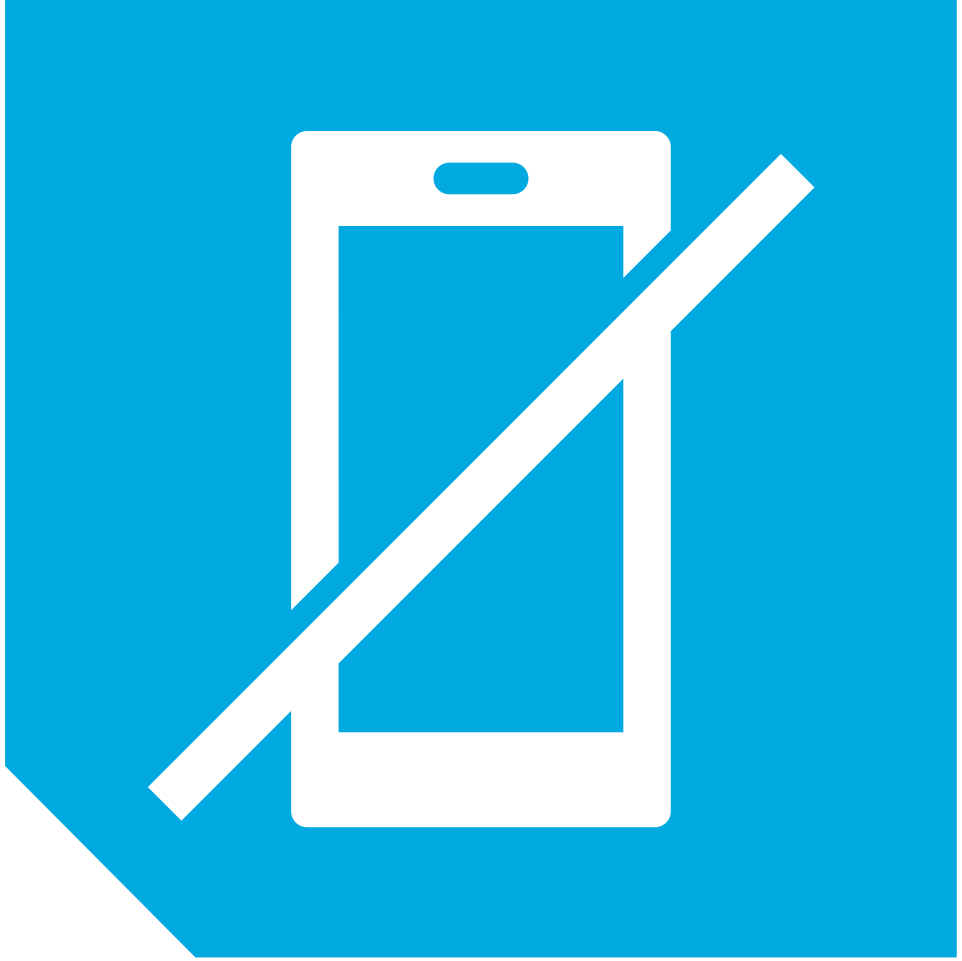
“Nobody likes it”

“It’s old and outdated”

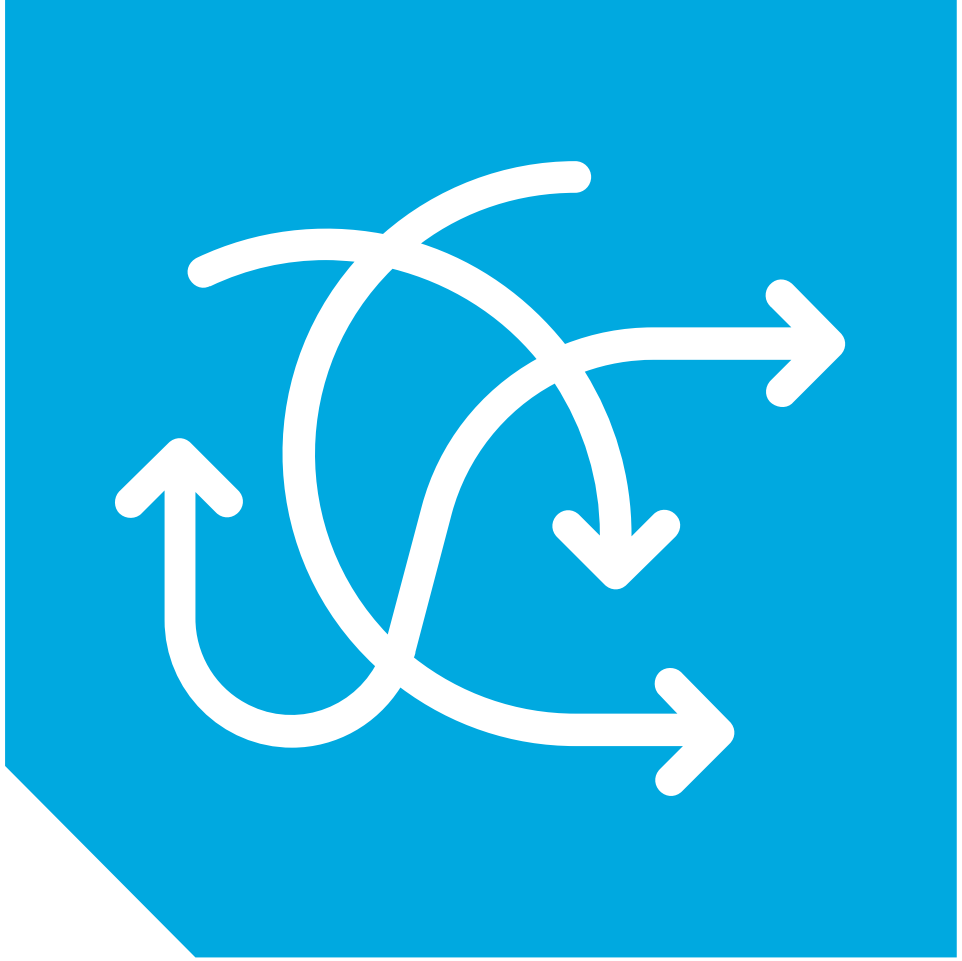
“It doesn’t do what I want it to do”



“It’s not user-friendly”

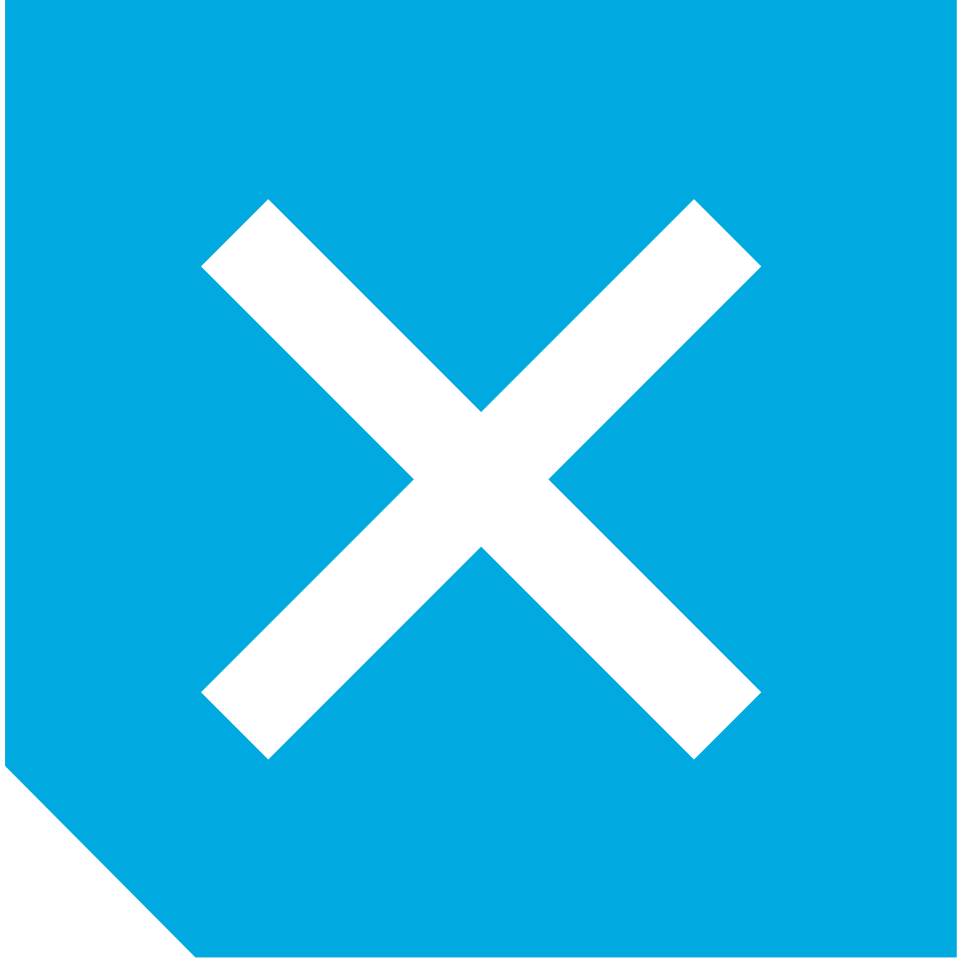
“It’s hard to support”

“It’s hard to change or configure”



“It’s too technical”

“I can’t get what I want out of it”



“It’s too expensive”

“I don’t understand it”

Complaints you will hear DISCUSSION

03
Root Causes

Strategy Alignment

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Power Dynamics

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In/Out Groups

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Lack of Technical Skills and Knowledge

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Pre-existing Mindsets & Bias

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Aging and Outdated Technology

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04 Associated Risks

Poll #2

What risks would you associate with a toxic technology environment?

Toxic Tech - Risks

- Always chasing the next great technology
- Absence of trust
- Hiding the truth
- Employee morale
- Waste of time & resources
- Increased costs
- Brittle systems
- Cyber security
- Technology boom and bust cycles

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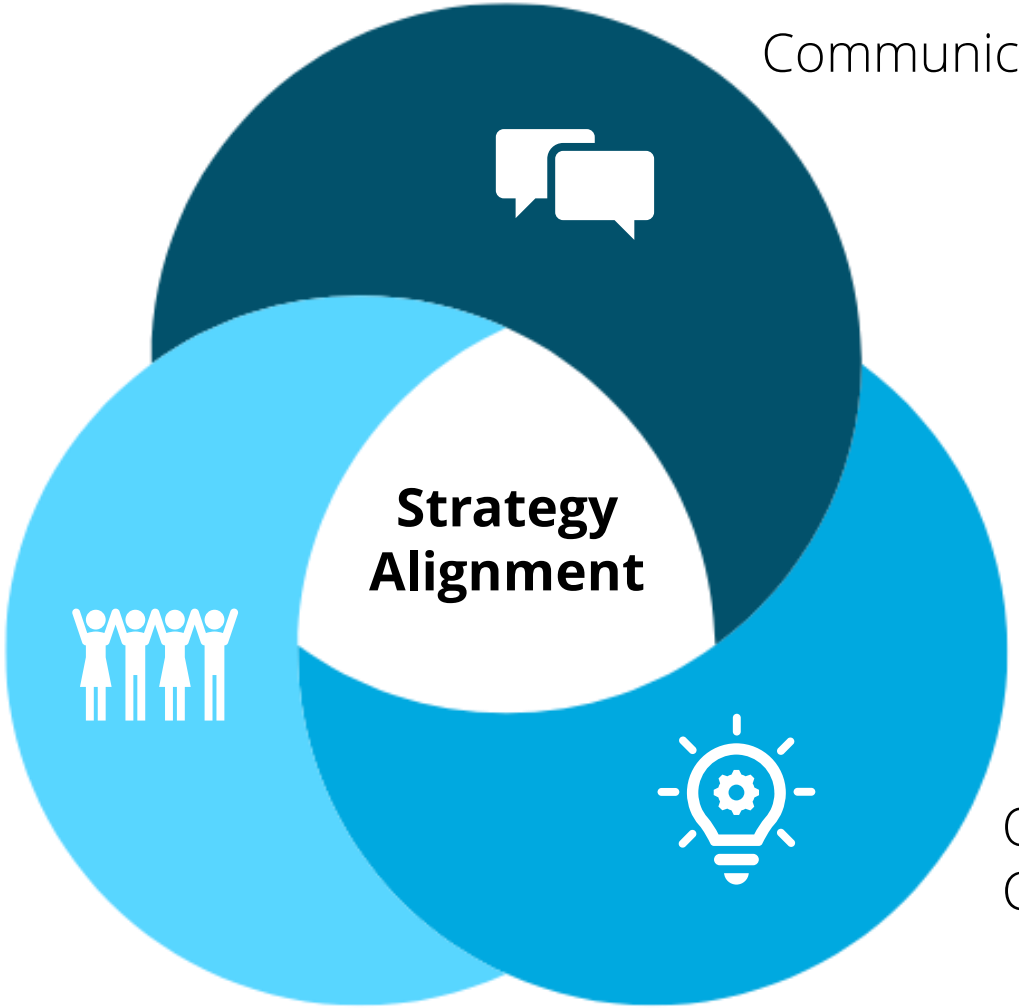
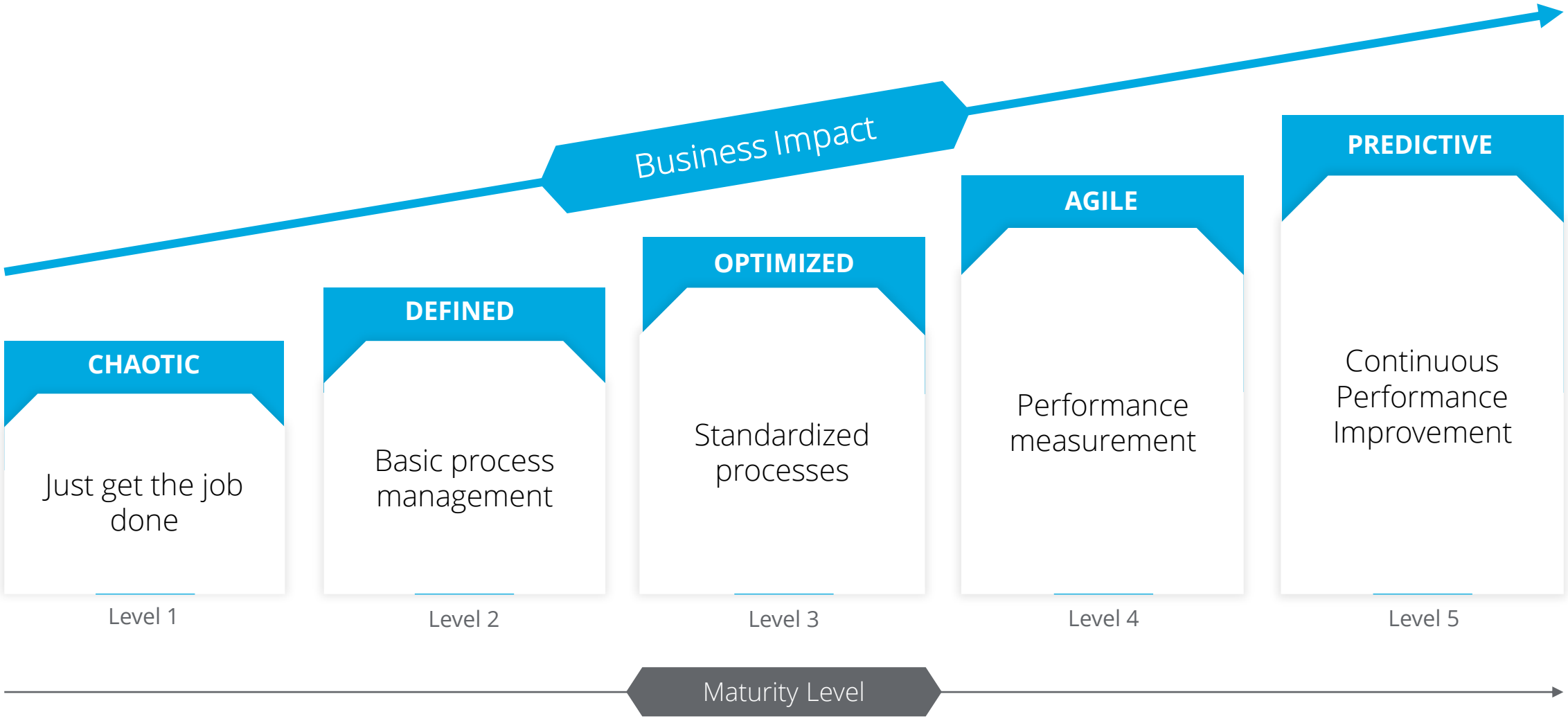
05
Solutions

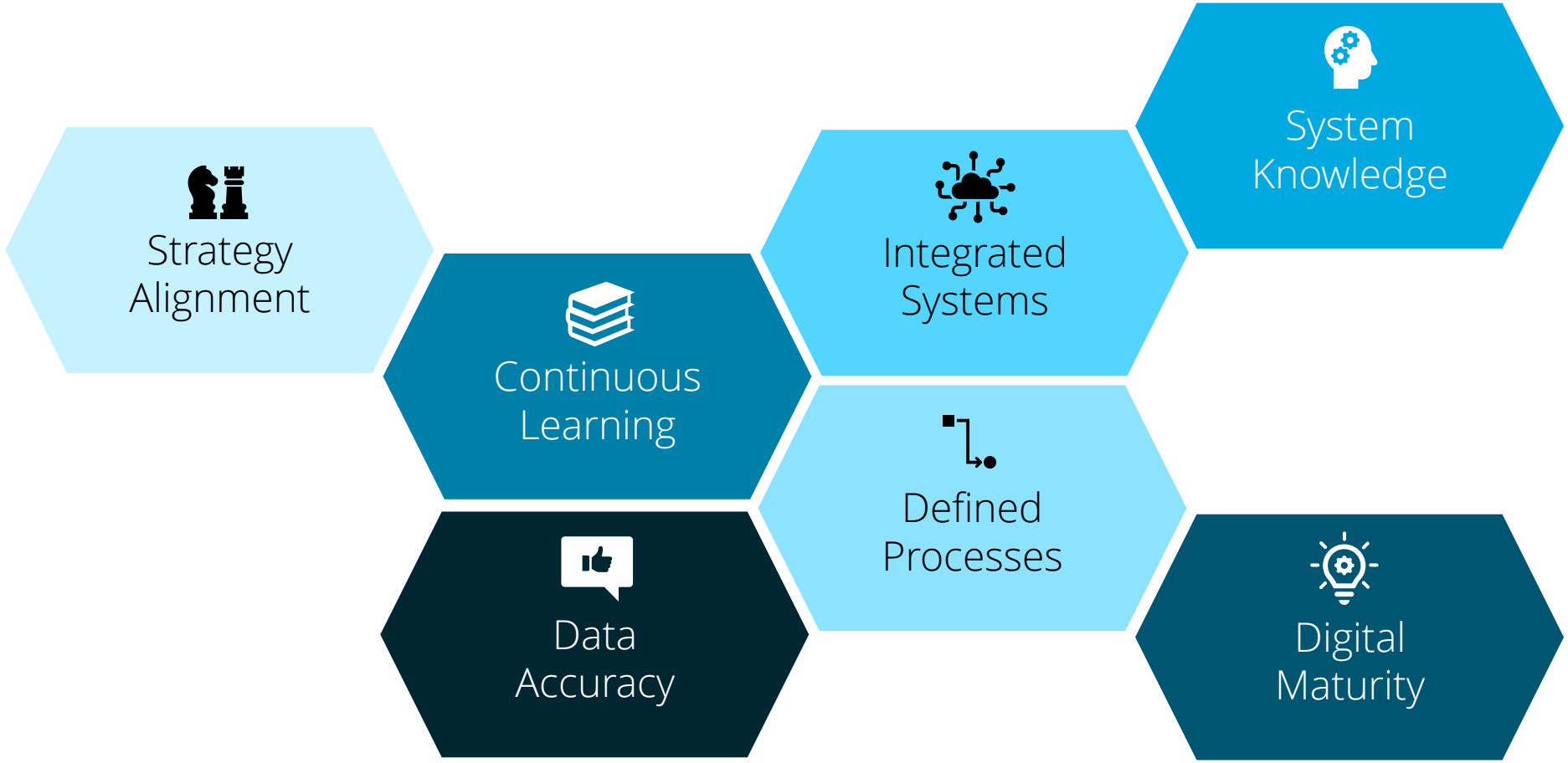
Strategy **Alignment**



Create a Culture of **Continuous Performance Improvement**



7 **Best Practice** Areas



06
Next Steps

Let's Start **Mapping Your Pathway**

Step 1

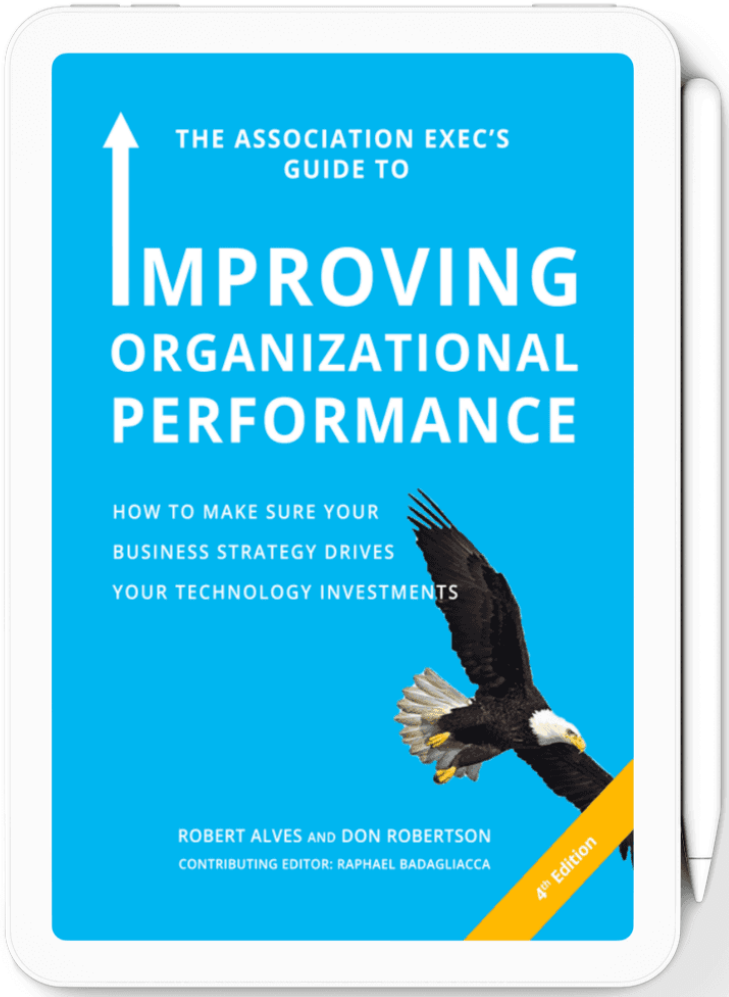
Digital Maturity Quick Self-Assessment

7-8 *minutes*

- Start with the Digital Maturity *Quick* Self-Assessment.
- You'll get instant results to share with your team.

Take the survey at
www.imis.com/quickassessment
or scan the QR code

Complimentary Guide



Get insights on how to improve your performance by becoming a learning organization to achieve **continuous performance improvement**.

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Questions?

Thank You