L'ADN col·laboratiu de les institucions culturals

Conxa Rodà
#JornadaCoeli22

Imatge: The Neurosurgical Atlas
https://www.neurosurgicalatlas.com/volumes/non-technical-skills-in-neurosurgery/teamwork-communication

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Per què col·laborar?

Co-   Multi-

Cooperar   Multidimensió
Col·laborar   Multidisciplinarietat
Coordinar   Multicanal, multiplataforma
Co-organitzar   Multipantalla
Coproduir   Multicapacitats
Co-crear   Multidiversitatd
Cogestionar   Multimodal, multiformat
                                    multimèdia

| Compartir | = | Multiplicar |

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Col·laboració en el món digital

Col·laboració → "capacitat per treballar en equip i de manera col·laborativa generant sinergies entre persones i aprofitant les opcions que ofereixen les tecnologies".

"La transformació digital i les seves dimensions"
Generalitat de Catalunya, Dept. de Polítiques Digitals i Administració Pública

21st Century skills / capacitats s.XXI

- Critical   Creativity
- Collaboration   Communication
- Media literacy   Initiative

Stauffer, Bri (2020). "What Are 21st Century Skills?".
https://www.aeseducation.com/blog/what-are-21st-century-skills

"a growing need for people to develop specialized skills for how they interact with each other. These include creativity, **collaboration** and interpersonal dynamics".

Zahidi, Saadia (2020). "We need a global reskilling revolution – here's why". World Economic Forum. https://www.weforum.org/agenda/2020/01/reskilling-revolution-jobs-future-skills

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"New skills in the digital age for all museum workers include communication and visual literacy, **collaboration**, agility and experimentation, problem solving, and knowledge sharing".

Blankenberg, Ngaire (2017) "Museum Organization for the Future" in *Digital Museum Planning*, p. 280–287. Lanham: Rowman & Littlefield.

"It changes the way we learn [...]by supporting the development of soft skills such as problem solving, **collaboration** and creativity, and by making learning fun".

European Commission (2020). "Shaping Europe's digital future". https://ec.europa.eu/digital-single-market/en/policies/digital-skills

Col·laboració com a tasca /requisit a les ofertes de treball de museus /1

- Strong interpersonal, influencing and collaboration skills (Museum of London)
- Working in collaboration to turn strategy into action (The National Museum of the Royal Navy)
- effective communication, collaboration, and management skills (SFMoMA)
- Facilitating collaboration with a wide range of stakeholders and building effective teams /Minnesota Historical Society)
- Leads a cross-institutional digital experience team to facilitate collaboration[…] (Phillips Collection, Washington)
- developing partnerships to deliver activity in collaboration (River & Rowing Museum, Oxfordshire)
- In collaboration with curatorial colleagues and the senior management, develop a collecting strategy...(Science Museum Group)
- Demonstrated organizational planning, problem-solving and collaboration skills (Crystal Bridges Museum of American Art)

Col·laboració com a tasca /requisit a les ofertes de treball de museus /2

- Manage timely, accurate content updates on the website in collaboration with various departments (The Whitney Museum of American Art)
- Facilitate and direct the collaboration and communication with ... (The National Archives, Kew, UK)
- working in collaboration with internal and external partners, foster team cohesion, collaboration (MET)
- Strong collaboration skills (Baltimore Museum of Art)
- exploit future opportunities for workflow and system efficiencies, internal and external collaboration, (the Australian Museum, Sydney)
- Exchange of knowledge and collaboration with all relevant internal departments (Städel Museum)
- can work autonomously but also enjoys collaboration (Field Museum, Chicago)
- Effective collaboration and liaison skills (National Museum Australia)

Expandint la dimensió de les col·leccions

https://1909digital.com/blog/terentia-dams-museums/
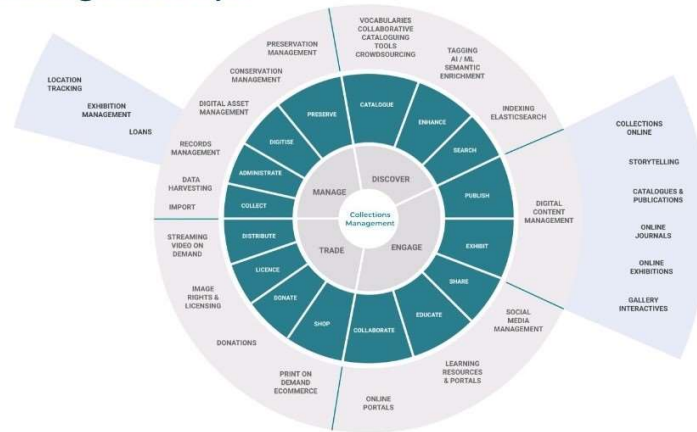
"In developing digital strategies curators should serve both as content experts and as part of a team of colleagues — from departments including digital, marketing and communications, education/engagement, and visitor services—that thinks holistically about how these tools may expand visitor experience".

Association of Art Museum Curators Foundation [sd]. *Professional Practices for Art Curators in Nonprofits*. p. 81. https://www.artcurators.org/page/ProfPractices

Per què costa tant col·laborar??

Gent de #cultura #museus, quina és la principal dificultat per la col·laboració interna dins la vostra organització?

actituds: mentalitat tancada	58%
manca d'eines col·laboratives	32%
manca lideratge/transparència	11%

Enquesta a LinkedIn, Conxa Rodà, maig de 2022

Conxa Rodà @innova2 · 29 de maig
What would you say is the main barrier for internal #collaboration within your organisation?

Attitude: closed minds	66,7%
Lack of leadership	33,3%
Lack of collab tools	0%

Enquesta a Twitter, Conxa Rodà, maig de 2022

Col·laboració requisits

- objectiu comú ben definit
- transparència / comunicació
- actitud oberta
- confiança / respecte
- compromís
- diversitat
- disposar d'eines adequades
- lideratge

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Col·laboració interna_ exemples

4 nous grups de treball àgil al Rijks:

- Exhibitions
- Personal stories
- Customer journey
- Digital innovation

"One great decision we made was to open up the groups to the entire organisation, from curators to marketing. This gave everyone a feeling of empowerment to be able to use their specific knowledge and skill. It also provided the groups with more diverse **perspectives** that became crucial in tackling the multifaceted issues".

Taco Dibits (2018) a "Accidentally agile: an interview with the Rijksmuseunm's director". *MacKinsey Quarterly.* https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/accidentally-agile-an-interview-with-the-rijksmuseums-taco-dibbits

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Tate_RV

www.tate.org.uk/whats-on/tate-modern/exhibition/modigliani/modigliani-vr-ochre-atelier

https://www.youtube.com/watch?v=JOWLtpArwFE

Col·laboració: 1 de les 4 prioritats estratègiques del Science Museum Group

2. COLLABORATE

THE NEED FOR CHANGE

Our own learning and that of our audiences is not the preserve of the Learning team. By working together across sites and teams more thoroughly and consister and listening to and working with a broader range of external voices, we can provide more rewarding experiences for staff, volunteers and visitors.

OUR VISION

We commit to working collaboratively, in partnership internally and externally, sharing and influencing to support everyone at SMG to build effective learning practice into their work.

https://learning.sciencemuseumgroup.org.uk/learning/learning-strategy-2020-2030

Col·laboració_SMG /2

"To achieve this, we aim to:

- share our research-informed best practice frameworks across sites and teams

- develop ways to work more collaboratively across departments and sites

- work more deeply with SMG volunteers, STEM Ambassadors, communities and interest groups to bring authentic, **diverse voices** into our practice".

https://learning.sciencemuseumgroup.org.uk/learning/learning-strategy-2020-2030

Imatge de l'actual projecció virtual de les pintures romàniques a Sant Climent de Taüll.

Pintures originals al Museu Nacional.

https://blog.museunacional.cat/absis-virtual-sant-climent-de-taull/

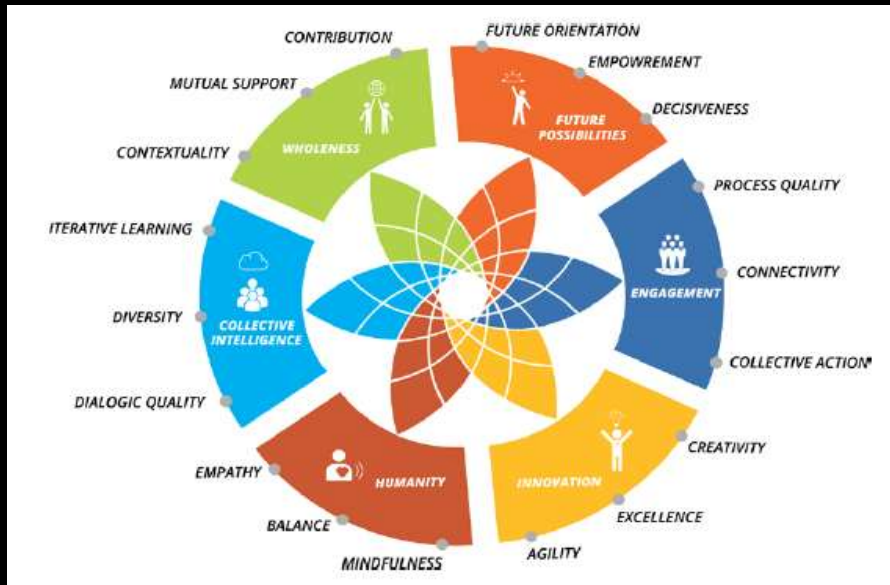https://www.museunacional.cat/ca/projecte-engagement

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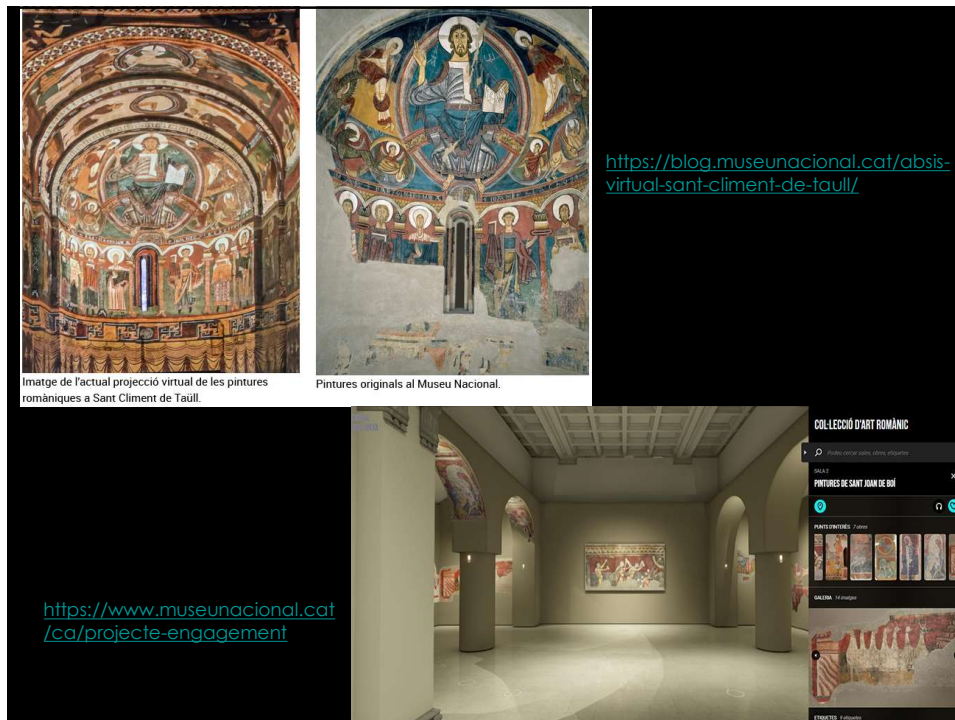
Col·laboració externa possibles socis

- altres museus (locals, internacionals)
- entorn artístic, històric, científic, educatiu
- universitats
- organitzacions culturals i socials
- comunitat
- empreses tecnològiques
- start-ups
- experts digitals

Ecosistema de la col·laboració

"The Collective Leadership Compass" dins *Leading Transformative Change Collectively (2021)*.
Routledge, p.338. https://directory.doabooks.org/handle/20.500.12854/26277

Categories de la col·laboració interactiva

McKinsey (2022). "If we're all so busy, why isn't anything getting done?"
https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/if-were-all-so-busy-why-isnt-anything-getting-done

Col·laborar ens fa més forts

Col·laborant aconseguim fer més i millor

Gràcies!!

Conxa Rodà

@innova2

Imatge: https://www.slideteam.net/team-members-pushing-puzzle-to-build-shape-stock-photo.html