

Selling a customer-centric approach into a business




Changing the culture and approach of Imperial War Museums

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Background

Introductions to

- Myself: Charles Bodsworth
- Imperial War Museums (IWM)
 - Five sites
 - £70m turnover
 - Increasing need for commercial income



**IMPERIAL
WAR
MUSEUM**

OPEN EVERY DAY
WEEKDAYS 10 to 6
SUNDAYS 2 to 6
ADMISSION FREE

NEAREST STATION
ELEPHANT & CASTLE
OR LAMBETH NORTH

IWM

The poster features a central illustration of a ship's hull with a human-like face, rendered in a high-contrast, graphic style with black, white, and blue stripes. The ship is set against a background of a grid pattern. Below the ship, a map of London is shown with a blue dot indicating the museum's location. The text is arranged in a clean, sans-serif font, providing essential information about the museum's opening hours and admission.



IWM's challenge

- Fractured user journeys
- Unplanned technical architecture

And the solution(s)

- New system architecture
- Re-engineering of journeys
- Redesign around user needs and behaviours

- Non-digital change...



The real challenges:
perspective and culture

- Little appreciation of UX
- Inward-looking teams
- Lack of visibility for customer
- Lack of management information
- Lack of investment



Finding the way in

- What does the organisation care about already?
- What is its language?
- Who has tried in this direction before?
- What good already exists?





Working with the IWM executive

Find allies in
unexpected places



Chars amphibies "Ducks" (canards) utilisés pour la première fois dans les débarquements en Méditerranée.

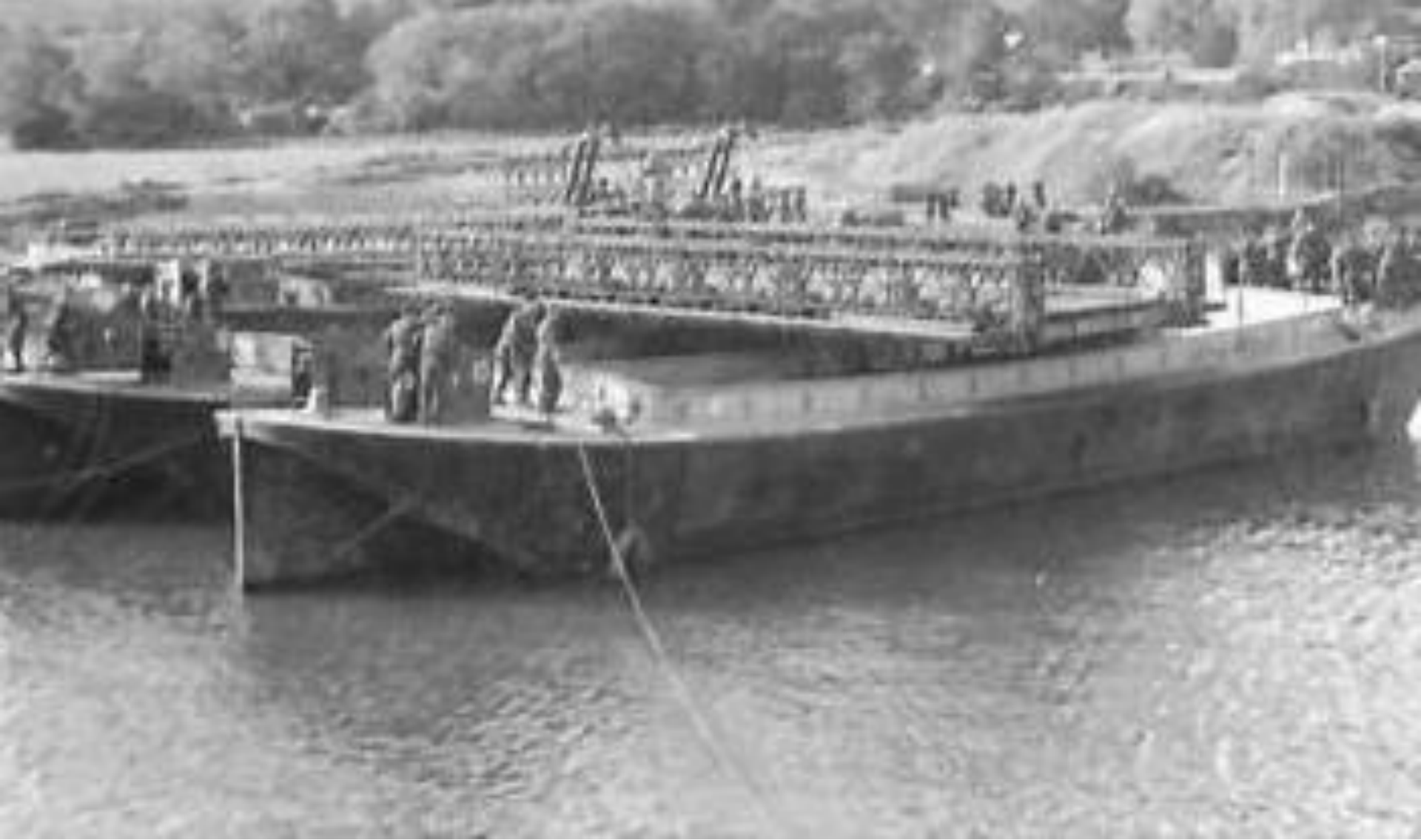
**LA VICTOIRE DES ALLIES
EST ASSUREE**

Amass the
evidence
for change





Build on the good that already exists



Take a stepping stone approach



What is preventing your organisation from being user-centric?

Q&A