PRESENTATION BY:
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TITLE: LEVERAGING TECHNOLOGY TO ENHANCE YOUR VALUE PROPOSITION IN THE DIGITAL AGE
DATE: 29/10/2020

OBJECTIVES

- Introduction

- Digital Literacy and The Modern Workplace

- Digital Workplace Skills Framework

- Approaches to Improve Digital Skills

- Conclusion

INTRODUCTION

ABOUT SERIANU

Serianu is a Pan Africa based Cyber Security and business consulting firm. We are an award winning company in the African Cybersecurity sector that helps our customers collect, protect, and analyze critical business information.

Our Partnerships

- AFROSAI-E

- Paladion Networks - Mumbai, India

- Liquid Telecom - Africa

- USIU-Africa – Research and Data Analysis Partner

24/7 CYBER SECURITY CENTRE

AFRICA CYBER IMMERSION CENTRE

Africa Cyber Immersion Centre
acic
Engage | Educate | Empower

Technical Cyber Immersion trainings are delivered at the **Africa Cyber Immersion Centre (ACIC)** in Nairobi, Kenya. ACIC emulates the environments and operations of enterprises using state-of-the-art technologies.

We simulate cyber-attacks in order to test an organisation's inherent vulnerabilities, defense and response capabilities. This facility also replicates an organisation's operating environment and uses the latest range of cyber threats, including an extensive library of viruses and malware, to simulate attacks.

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DIGITAL LITERACY AND THE MODERN WORKPLACE

CURRENT STATE

- A digitally skilled workforce is a key ingredient in **achieving operational efficiency** and **customer experience.**
- **88 percent** of organizations have not taken any action to tackle the lack of digital skills of their employees (European Commission Research).
- Digital literacy is one of the **top ten workplace skills** for future organization.
- Digital transformation in organizations is being hindered by a **lack of appropriate digital skills** and **inadequate training for employees.**

"Digital literacy is the awareness, attitude and ability of individuals to appropriately use digital tools and facilities."

"Digital literacy is about mastering ideas, not keystrokes."

CURRENT STATE

Effects of digital skills deficiency include:

1. Performance Impacts

2. Lost Productivity

3. Decreased Customers

WHY ORGANIZATIONS SHOULD FOCUS ON DIGITAL LITERACY

- Just implementing digital technologies **does not** guarantee their success.

- Digital literacy of the workforce can contribute to successful technology adoption outcomes.

- Organizations need to invest **not only in the technologies**, but also in **the people and skills that enable the workforce to use them optimally.**

"Employees are losing nearly 8 percent of productive time due to poor IT resources or inadequate digital skills."

# WHY ORGANIZATIONS SHOULD FOCUS ON DIGITAL LITERACY

Benefits of high levels of digital literacy include:

1. Reduction of 'cognitive load' for individuals when using technology

2. Quick and convenient access to information

3. Collaboration and sharing of knowledge

4. Proficient problem solving
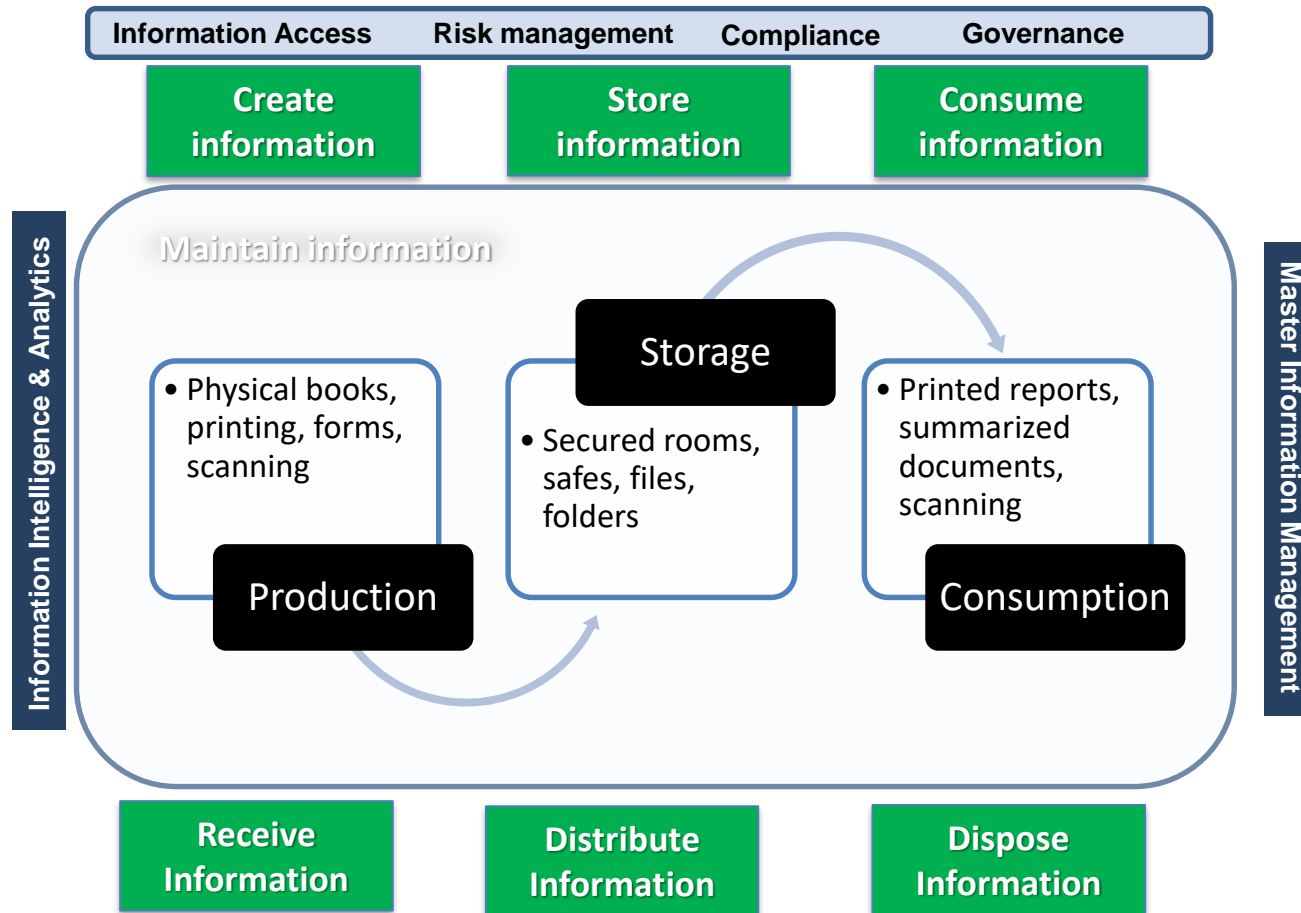
5. Management of social relationships

DIGITAL WORKPLACE SKILLS FRAMEWORK

The Digital Workplace Skills Framework
Ensuring the workforce is ready to work digitally
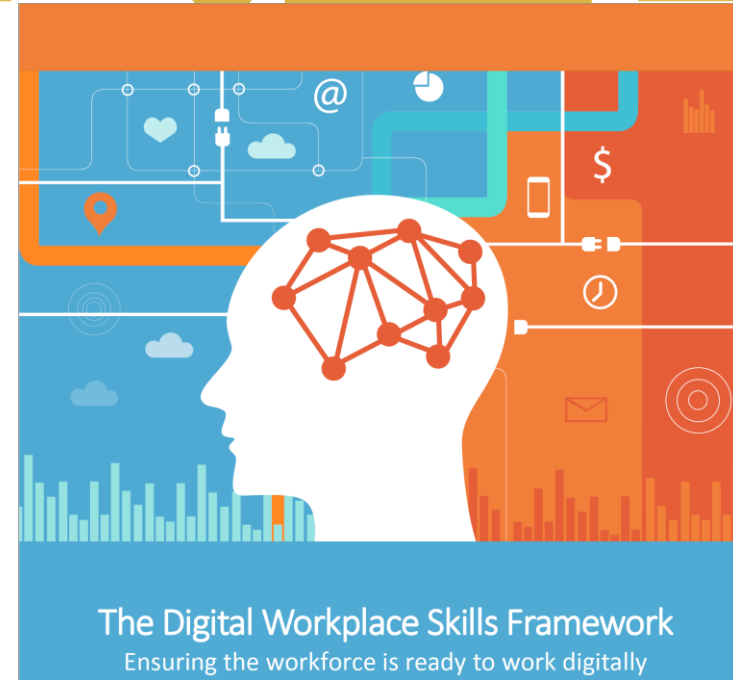
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NON-DIGITAL WORKPLACE

ICPAK
Credibility. Professionalism. Accountability

Information Access   **Risk management**   **Compliance**   **Governance**

Create information   **Store information**   **Consume information**

Information Intelligence & Analytics

Master Information Management

Maintain information

Storage

- Physical books, printing, forms, scanning

- Secured rooms, safes, files, folders

- Printed reports, summarized documents, scanning

Production

Consumption

Receive Information   **Distribute Information**   **Dispose Information**

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DIGITAL WORKPLACE

ICPAK
Credibility. Professionalism. Accountability.

Information Access   Risk management   Compliance   Governance

Create information

Store information

Consume information

Information Intelligence & Analytics

Maintain information

- MS Office and other front-end/desktop technologies, online

Production

Storage

- Databases - disk, tape and other technologies, dropbox, facebook

- Financial reports, marketing reports, business intelligence, mobile reports

Consumption

Master Information Management

Receive Information

Distribute Information

Dispose Information

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The internet is an integral part of our daily lives.
A preview of what happens over the internet within 60 seconds:

Youtube — Over 500 Hours of videos uploaded

Whatsapp — 29 Million messages sent

Facebook — 3.3 Million Posts are Updated

Google — 3.8 Million Searches

Twitter — 448.8K Tweets

WordPress — 1.4K Posts

Instagram — 65K Photos Uploaded

Email — 149.5K Million (Including Spam)

Dropbox — 800K Files uploaded

Netflix — 87K hours of videos watched

Skype — 2 Million minutes of calls

Snapchat — 210K Snaps

https://www.smartinsights.com, htt

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7 C's OF DIGITAL CAREER LITERACY

To take advantage of the career opportunities the internet offers, individuals need to develop their digital career literacy to research, to make contacts and to build a positive professional reputation.

The seven C's of digital career literacy are:
1. **Changing** - the ability to understand and adapt to changing career contexts.
2. **Curating** - the ability to develop, review and edit your online presence.
3. **Collecting** - the ability to find and retrieve career information.
4. **Critiquing** - the ability to evaluate, analyse the provenance of and assess the usefulness of career information.
5. **Connecting** - the ability to make contacts, build relationships and establish networks online that support career development.
6. **Communicating** - the ability to interact across a range of different platforms, to understand the 'netiquette' of different interactions and to use them in the context of careers.
7. **Creating** - the ability to create online content that represents your interests, skills and career history.

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ENVIRONMENTAL AWARENESS

Successful digital transformation includes understanding:

Skills

Approaches

Mindsets

needed to foster among employees in the organization.
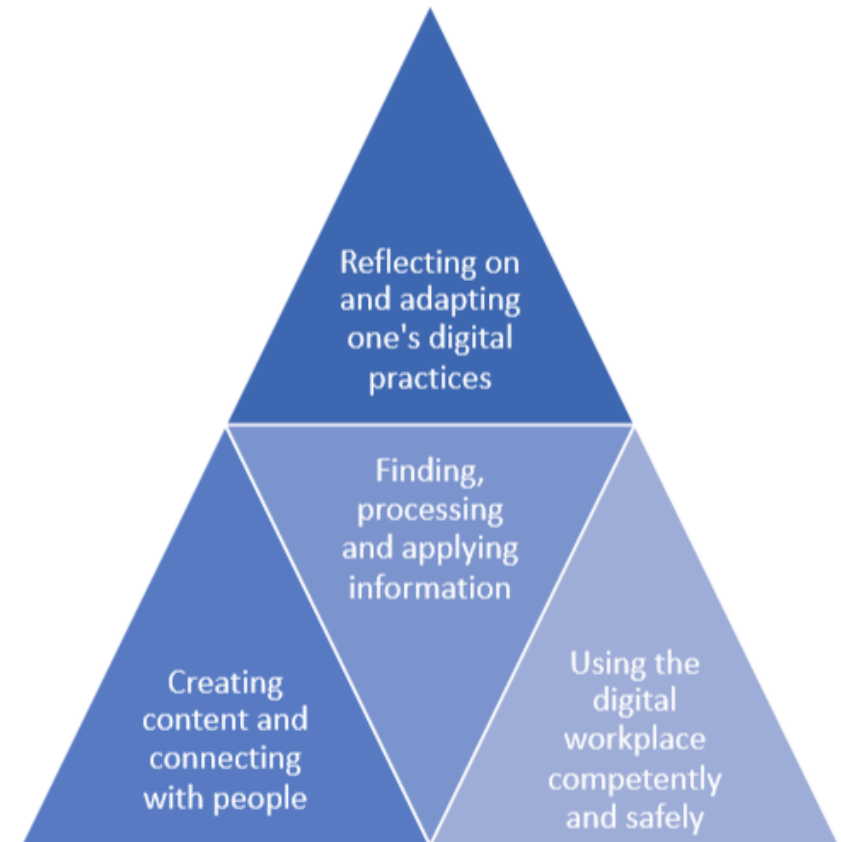
Reflecting on and adapting one's digital practices

Finding, processing and applying information

Creating content and connecting with people

Using the digital workplace competently and safely

DIGITAL WORKPLACE SKILLS FRAMEWORK

Author bio

Elizabeth Marsh is a freelance digital workplace consultant, researcher and writer with a wealth of industry experience working with a wide range of organisations. In 2014 she co-authored 'The Digital Renaissance of Work' book with with DWG CEO Paul Miller, which was shortlisted for the CMI Management Book of the Year 2015. Elizabeth has recently been awarded an MSc Psychology with Distinction from Coventry University. Find out more or get in touch with Elizabeth via Linked In or email.

The framework provides a broad view of required skills, as a starting point for organizations.

With regard to digital skills interventions, one size will most definitely not fit all.

Digitally upskilling the workforce should **not be seen** as an antidote for poorly conceived, designed or delivered digital workplace tools

"One size will most definitely not fit all. Individuals working in different roles, departments, levels of seniority or even industries and those from different demographics will need support and encouragement in different areas."

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DIGITAL WORKPLACE SKILLS FRAMEWORK

The framework is made up of four capabilities:

- **Capability 1:** Ability to competently and securely use the digital workplace (essential skills)

- **Capability 2:** Ability to find, process and apply information in the digital workplace.

- **Capability 3:** Ability to create content and connect with people in the digital workplace

- **Capability 4:** Ability to develop and adapt to efficient and effective use of the digital workplace.

Capability 1:

Ability to competently and securely use the digital workplace (essential skills).

Innovate
Ideas and Solutions

Optimise
Use of digital workplace

Safeguard
Against online risks
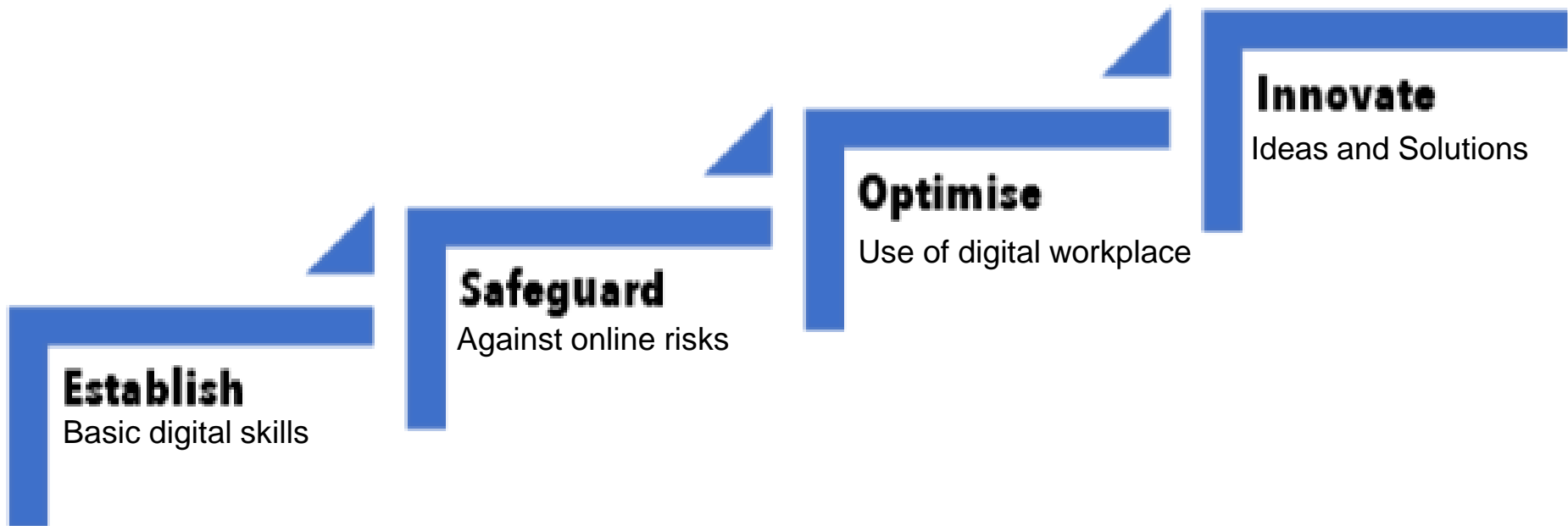
Establish
Basic digital skills

CAPABILITY ONE

Establish Skills:

The basic skills to use digital workplace devices and applications. Awareness of what is available, how to use it, and how to get help and support.

Establish skills self assessment:

1. Are you comfortable using instant messaging for informal communication with colleagues?
2. Do you know how to manage my email inbox without feeling overwhelmed?
3. It is easy for you to find help on using digital workplace tools?
4. Does the digital workplace help you to be productive in your work?
5. If you find a digital workplace tool frustrating do you tend to try to avoid it?

CAPABILITY ONE

Safeguard Skills:

Awareness of potential risks and issues relating to digital environments and understanding how to manage them in order to safeguard both individuals and the organization.

Safeguard skills self assessment:

1. Is protecting digital workplace hardware, applications and data is a priority for you?
2. Do you know where to find policies relating to appropriate technology use?
3. Are you familiar with the kind of risks that can arise online and how to manage them?
4. Do you know that using non-mandated tools is a practice that puts the organisation at considerable risk?
5. Do you know what to do if you think your computer has been infiltrated?

CAPABILITY ONE

Optimize Skills:

The skills for employees to optimise their personal digital working environment in order to maximise productivity.

Optimise skills self assessment:

1. Have you subscribed to news feeds that interest you in the digital workplace?
2. Do you have a custom list of links online to enable quick access to applications you use frequently?
3. Do you regularly use performance data in the digital workplace to finetune the way you work?
4. Would you be apprehensive about using your personal smartphone for work purposes?

CAPABILITY ONE

Innovate Skills:

Leverage digital workplace tools and resources to come up with novel or innovative ideas, solutions, and ways of working.

Innovate skills self assessment:

1. Are you familiar with tools to create online workflow that help automate day-to-day tasks and processes?
2. Do you frequently identify ways to improve how work happens using digital workplace tools?
3. Do you understand how to make the most of smart systems in decision-making?
4. Do you enjoy experimenting with the latest technology in order to understand how it can be used in the workplace?

CAPABILITY TWO

Capability 2:

Ability to find, process and apply information in the digital workplace.

Apply
Acquired information

Assimilate
Large amounts of information

Evaluate
Retrieved information
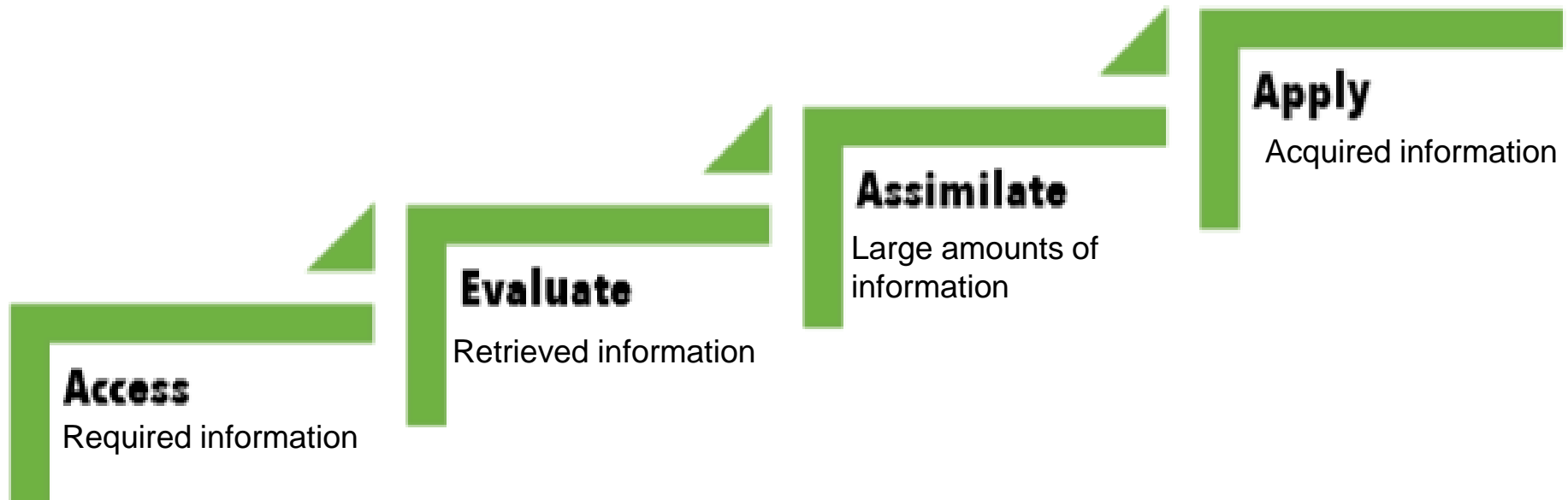
Access
Required information

CAPABILITY TWO

Access Skills:

The ability to formulate a clear information need, navigate across disparate sources, and gain access to needed resources.

Access skills self assessment:

1. Do you find it difficult to formulate a search query on the intranet.
2. Are you able to identify the information you need in the digital workplace to do your job?
3. Can you easily find experts to answer questions in the digital workplace?
4. Does finding the information you need to do your job involve a lot of wasted time?

CAPABILITY TWO

Evaluate Skills:

Critically evaluating retrieved resources and interpreting their meaning in a range of formats.

Evaluate skills self assessment:

1. Do you find it easy to assess whether content found in the digital workplace is relevant to the task or problem at hand?
2. Are you comfortable interpreting information from a range of formats?
3. Do you always assess external resources (e.g. news items, documents) to make sure they are valid and trustworthy?

CAPABILITY TWO

Assimilate Skills:

The ability to process a large amount of data and information from a range of sources for present and future use.

Assimilate skills self assessment:

1. Do you find it easy to store and organise information found in the digital workplace?
2. Do you regularly bookmark digital workplace resources for easy access?
3. Do you regularly extend your knowledge about topics that are important to you using information you find in the digital workplace?
4. Is it hard to assemble information from different sources into a coherent whole?

Apply Skills:

Leverage the acquired information to perform day-to-day tasks and responsibilities as well as innovate.

Apply skills self assessment:

1. Are you able to use information you find in the digital workplace to help solve problems?
2. Do you regularly get new insights and ideas from data, information or knowledge you find online?
3. Does information in the digital workplace help answer questions that you have?

CAPABILITY THREE

Capability 3:

Ability to create content and connect with people in the digital workplace.

Collaborate
Virtual teams and users

Relate
By creating networks

Communicate
Using digital tools
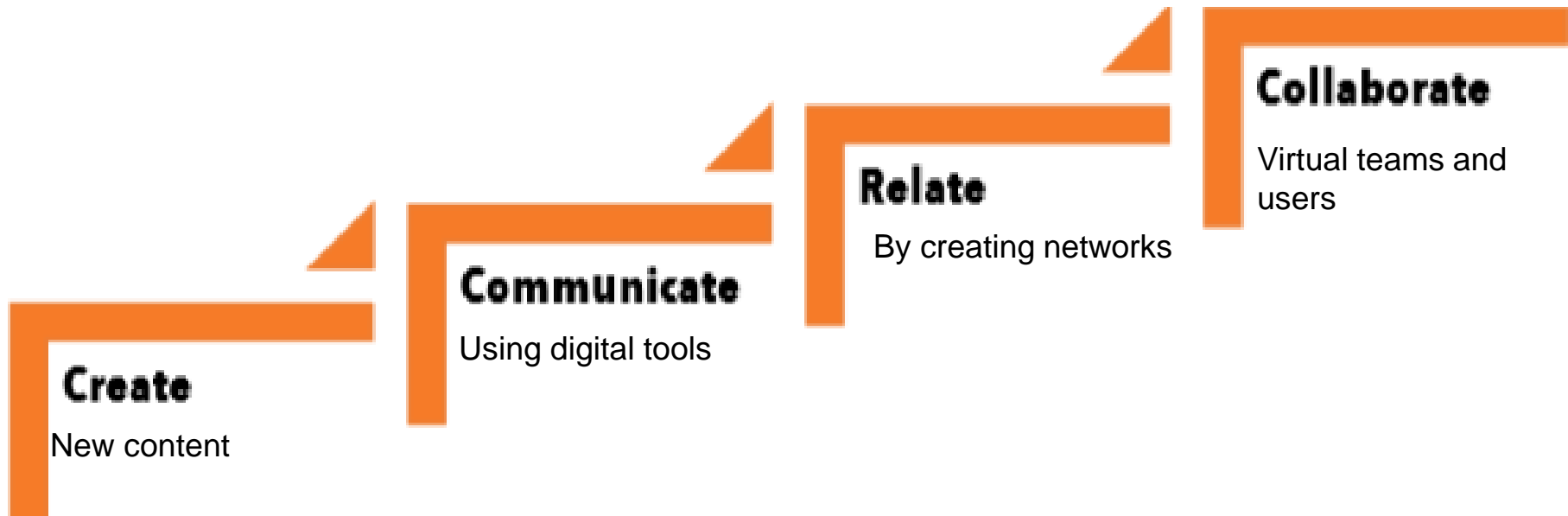
Create
New content

CAPABILITY THREE

Create Skills:

The ability to create new resources in a range of formats, either from scratch or by re-mixing existing digital artefacts.

Create skills self assessment:

1. Do you regularly create new digital artefacts from existing content and images in the digital workplace?
2. Are you comfortable creating a video clip to share on the intranet?
3. Is editing an existing wiki page difficult for you?
4. Do you understand the different types of licenses that apply to digital content?

Communicate Skills:

Communicate in the digital workplace using the most appropriate tools and in a manner that is suited to the audience, context, and channel.

Communicate skills self assessment:

1. Do you understand the options available to me to communicate in the digital workplace, and when to use each one?
2. Do you regularly share information and ideas in the digital workplace?
3. Do you tend to adapt the style of my message depending on the communication channel you're using and the intended audience?
4. Is checking your messages before you send them (e.g. for mistakes) a standard practice for you?

Relate Skills:

Establish an appropriate digital identity and use social tools effectively to connect with colleagues and build a network.

Relate skills self assessment:

1. Do you know how to build and maintain an appropriate digital identity in the digital workplace?
2. Is building work relationships using the digital workplace difficult?
3. Do you feel confident in building your network using social tools at work?
4. Is emotional intelligence very important when interacting with colleagues online?

CAPABILITY THREE

Collaborate Skills:

The skills to work productively and effectively with others as part of a virtual team or community, including establishing trust and shared ownership.

Collaborate skills self assessment:

1. Are you comfortable working as part of a virtual team?
2. Do you frequently interact with others in the digital workplace while solving a problem or dealing with a task?
3. Do you routinely use screen-sharing to work with colleagues?
4. Does sharing unfinished 'work in progress' online makes you uncomfortable?
5. Do you worry what others will think if you ask a question relating to my work online?

CAPABILITY FOUR

Capability 4:

Ability to develop and adapt to efficient and effective use of the digital workplace.

Reflect
On current capabilities and areas of improvement

Learn
From non-traditional methods and resources

Flex
Adopt new tools and practices

Attend
Multiple tasks and data overload
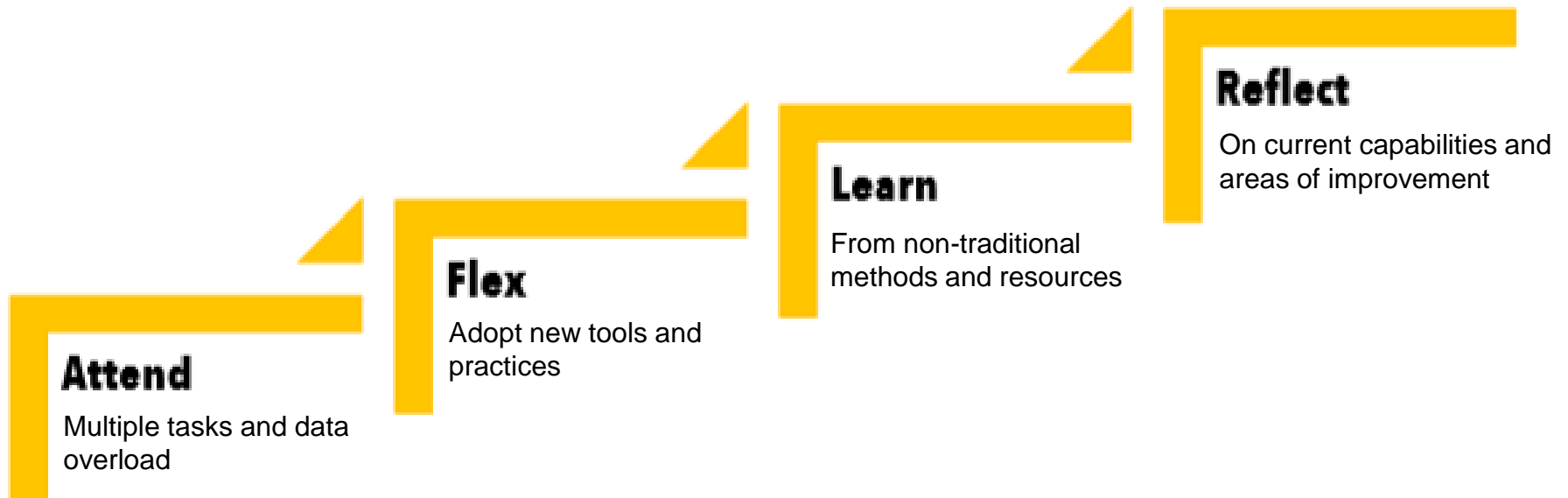
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CAPABILITY FOUR

Attend Skills:

The ability to manage *'multi-tasking'* or *'cognitive load'* in context of multiple real-time inputs and large quantities of data and information.

Attend skills self assessment:
1. Do you find it easy to limit distractions in the digital workplace when you need to do focused work?
2. Do digital workplace capabilities like instant messaging and activity feeds make you feel overwhelmed?
3. Do you find it hard to quickly return to the task at hand following a digital interruption?
4. Are you concerned that colleagues will think you're taking unwarranted time off if you're not digitally present all of the time?

CAPABILITY FOUR

Flexibility Skills:

The ability to work flexibly, independently and effectively by adopting tools and work practices that support both productivity and wellbeing.

Flexibility skills self assessment:

1. Do you understand the options available to you to work outside of the office?
2. Is being self-motivated when working remotely is easy for you?
3. Have you agreed with your manager/team times when you are not connected (e.g. after a certain time, at weekends, on holidays)?
4. Do you suffer from 'digital burnout' due to constant connection to the digital workplace?

Learning Skills:

The skills to make the most of a range of learning opportunities in the digital workplace from personal learning and informal resources through to more formal mechanisms.

Learn skills self assessment:

1. Do you regularly participate in learning opportunities in the digital workplace (e.g. e-learning, webinars, discussions)?
2. Do you create time for personal learning about digital workplaces devices and applications?
3. Are you confident in providing mentoring and coaching for colleagues on how to get the most out of the digital workplace?
4. Does adapting to changes in work technologies and practices take a lot of effort?

CAPABILITY FOUR

Reflecting Skills:

Being aware of one's digital practices, reflecting on what works well and identifying opportunities to enhance them.

Reflect skills self assessment:

1. Do you regularly assess the success, or otherwise, of my digital working practices?
2. Do you sometimes forget to engage in physical activity when working in the digital workplace?
3. Does your team regularly review shared digital working practices to identify what works well and what we could do better?

APPROACHES TO IMPROVE DIGITAL SKILLS

APPROACHES

- Offering a range of approaches will help support individuals with different learning needs and styles.

These include:

- ✓ Formal training

- ✓ Informal learning opportunities (drop-in sessions)

- ✓ Curating content for easy access online

- ✓ Peer learning and mentoring

- ✓ Open source platforms (Google digital skills)

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APPROACHES

APPROACHES

How to increase productivity at work

Become better at managing your time, and learn how delegation and prioritisation can help you work more efficiently.

Start free course

About this course

Managing time successfully is essential to ensuring you're as productive as possible. Start our free course and learn how to boost your productivity with cloud collaboration tools, as well as how mastering prioritisation and delegation can help you maximise your effectiveness at work.

COURSE DETAIL

- Modules: 1
- Hours: 1
- Beginner
- Free

COURSE FEATURES

- Video tutorials
- Easy-to-implement tips
- End of topic assessments
- Unlimited access

How it works

Enroll in a course
Choose the course that's right for you and take the next step to achieving your learning goals.

Track your progress
Keep track of your progress via the "My Learning Plan" page.

Complete module quizzes
Learn new skills with bite-sized video tutorials, then test your knowledge with a quick quiz.

APPROACHES

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