

Digital Capabilities

Define and Map your Staff's Digital Development



Introduction

- ? Can you explain what digital literacy and skills are?
- ? Are you able to identify the digital capabilities your team/organisation needs to meet digital challenges/opportunities, both now and in the future?
- ? Can you map your workforces' digital skills needs into training needs and staff development opportunities?

A lack of digital literacy & skills is one of the greatest barriers to SME digital adoption. However, how do you start to identify what digital capabilities are key for your team and organisation and how do you create a clear action plan to address any gaps and futureproof your practices?

These connected workshops will take you through the steps of understanding what digital literacy/skills are; how to identify skills needs in your organisation and develop an approach for addressing gaps.

Who is it for?

This workshop is designed for individuals working in a leadership or team management position. As part of your role, you may hold responsibility for:

- Writing job descriptions and hiring staff
- Defining team structures, responsibilities, and outputs
- Managing staff development or defining duties/tasks
- Support staff in goal and objective setting
- Work in a strategic capacity where you need to identify the organisation's required digital capabilities and required workforce skills to meet these

To achieve the most from the sessions, participants should ensure they are able to commit time outside of the session to continue to develop their digital mapping questionnaires for staff and structure this into their team/organisation.

What will I get out of it?

Through these connected workshops, you will explore what encompasses digital capabilities, based on the Eu DigComp framework, to help you then develop a robust framework to map your digital needs to organisational objectives and implement your vision for the digital development required for your organisation and workforce.

- ✓ Define digital literacy and what it means for a business and its success
- ✓ Identify any current digital challenges faced by the business
- ✓ Develop a visual definition of what a successful digitally capable employee looks like
- ✓ Define best practice in staff CPD and professional development
- ✓ Create a skills map questionnaire aligned to the current practice and research
- ✓ Apply the results of the digital skills map questionnaire to formulate a training action plan using the SMART approach

Duration

2 x half day (in-person) sessions
1 x 1hr (online) session

Dates

Contact our Digital Skills team for upcoming workshop dates

Cost

Fully subsidised for Workforce for the Future registered SMEs

Book your place

Contact our Digital Skills team to reserve your place

Contact

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81528

Email:

digitalworkforce@uwe.ac.uk

Workshop structure

This workshop is broken into three sessions to help you develop, design, and embed your digital vision with your team and organisation. As the initial workshop attendee, you will be asked to attend sessions 1 and 2. Session 3 is then available to you and your team/wider organisation to help embed your new skills analysis working directly with your staff.

Our workshops are highly practical and will ask for participants to engage and input into the sessions and wider discussion. Alongside the workshops, participants will need to commit time to develop their own digital mapping questionnaire relevant to their organisation.

Session one (half day)

- What are digital literacy and digital skills?
- The impotence of digital in the business environment
- Current digital trends and potential impact for an SME
- EU DigCOMP framework and its application
- Creating a visualisation of digital capabilities
- Communicating visual capabilities to staff
- Staff CPD and professional development
- Introduction to skills mapping

Session two (half day)

- Designing an online questionnaire to determine skill capabilities and CPD of staff
- Skills mapping questionnaire deployment
- Mapping analysis - quick wins and building a timeline
- What makes good CPD & staff training
- Training plan creation
- Communicating CPD strategy to staff
- Evaluation of staff CPD strategy within the context of the business needs

Resources

As part of the sessions, you will get access to our workshop resources:

- SWOT digital challenges template
- Digital capabilities template
- Guide on communicating your digital capabilities
- Digital skills analysis online questionnaire
- Digital skills analysis questionnaire guide
- *Smart Plan* template

Session three (1 hour) - for all organisational staff

The aim of this final session is to introduce digital mapping and training to your staff as part of staff training moving forwards. Your team can attend this on our pre-planned date, or if you have a group of 8+ staff you are wanting to attend, we will be happy to organise a bespoke run of the session for you.

Resources

All staff members will receive a copy of:

- Digital Skills online questionnaire for staff
- Staff CPD presentation
- Guide on how to use the staff CPD tools