



## 4th Industrial revolution?

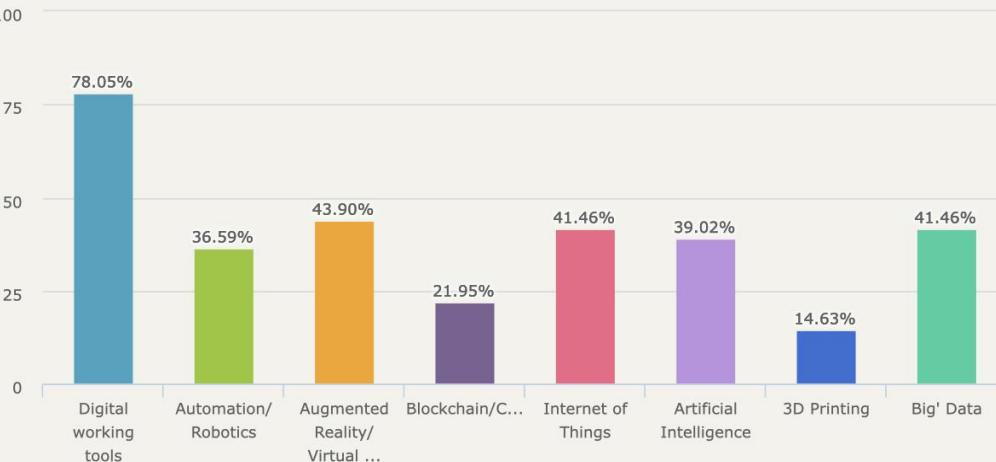
We've  
learned  
new skills  
before

DIGITAL  
SKILL  
SHIFT

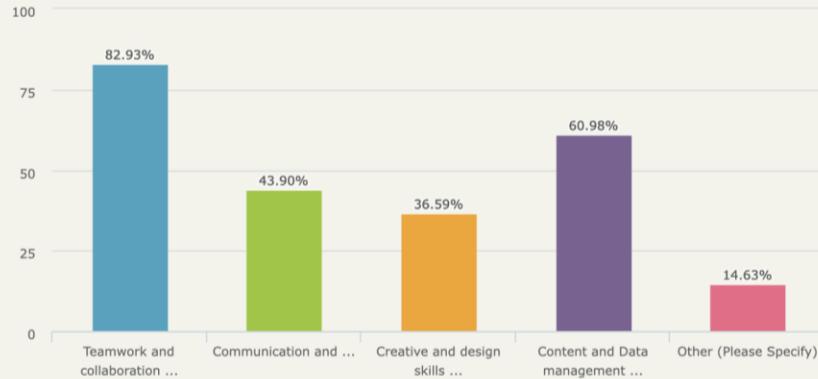
## Employer Survey

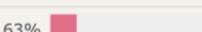
### May 2019

8. Do you perceive that any of the following will cause 'digital disruption' to your sector in the next three years?  
(Tick all that apply)



10. Digital technologies are also disrupting how we work, do you perceive that there will be any skills training needs for your company as a result of the following 'Digital Working Tools' in the next three years? (Tick all that apply)



Teamwork and collaboration skills through online tools such as Google Drive, Office 365, Basecamp, Slack, Teamwork, Trello etc	82.93%		34
Communication and presentation skills through online tools such as Powerpoint, Google slides, Prezi, etc.	43.90%		18
Creative and design skills through digital tools such as Photoshop, Premiere, After Effects, Canva, Powtoon, VideoScribe, etc.	36.59%		15
Content and Data management skills through tools such as Wordpress, Google analytics, etc	60.98%		25
Other (Please Specify)	14.63%		6

# What is the Digital SkillShift model?

Typical Job Role (Digital assistant)	Key activity	Focus	Looking to Improve	Typical tools	Typical Key Skills	Example tools	Primary Mindset	Traits/Characteristics
Comms / Customer Relations	Communications	Customers Satisfaction/ Engagement	Relationships	Social media, Websites, Images, Surveys	Linguistic (Writing/ Editing content), Image Literacy, Customer Empathy, Presentation (on screen)	Wordpress, Facebook, Twitter, Instagram, Hootsuite, Image editing, Mailchimp, Web Analytics, Survey Monkey	Caring/ Informing	Understanding/ Caring (for the customer)
Project/ Business Devt	Productivity	Projects/ Admin/ Logistics	Processes	Reports, Charts (Time-planning (Gantt) process flow, products	Collaboration, Planning, Resource Estimating, Problem Solving, Evaluating, Listening	Spreadsheets, Basecamp, Teamwork (Gantt), File sharing,	Collaboration/ Productivity/ Innovation	Enquiring/ Improving (the system)
Sales	Sales	Profitability	Business Performance	Presentations, Charts, Reports	Data Analysis, Presentation (Face to face), Producing Numeric, Persuasion, Negotiation	Spreadsheets, Powerpoint, Infographics, Databases, CRM	Growth	Analysing/ Confidence (Believing in the product)

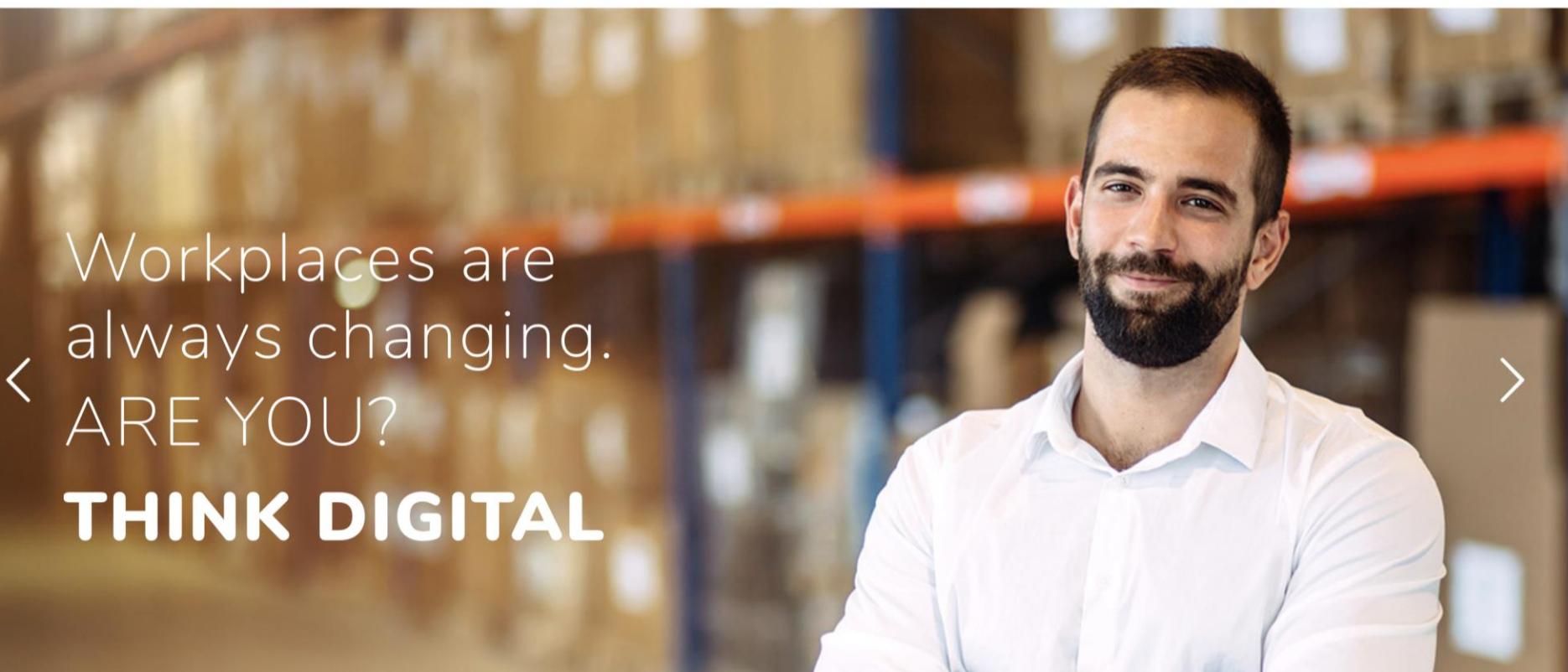


Afraid of  
a machine  
taking  
your job?

Own it.

*Think Digital*

DIGITAL  
SKILL  
SHIFT  
.eu

A photograph of a man with a beard and short hair, wearing a white button-down shirt, standing in a warehouse. He is looking directly at the camera with a slight smile. The background is blurred, showing shelves and boxes, suggesting a storage or distribution environment. On the left side of the image, there is a large, semi-transparent text overlay. On the right side, there is a portrait of the same man.

Workplaces are  
always changing.  
< ARE YOU? >

**THINK DIGITAL**