



4th Industrial revolution?

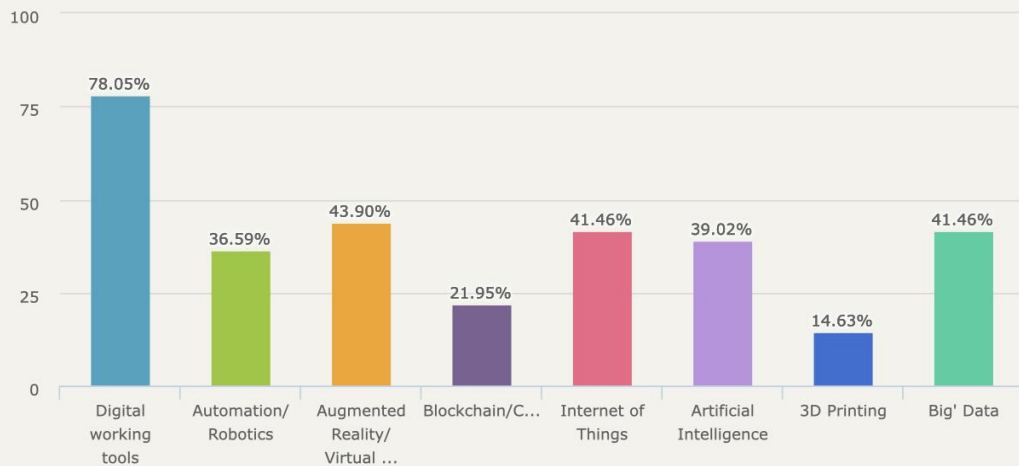
We've
learned
new skills
before

DIGITAL
SKILL
SHIFT

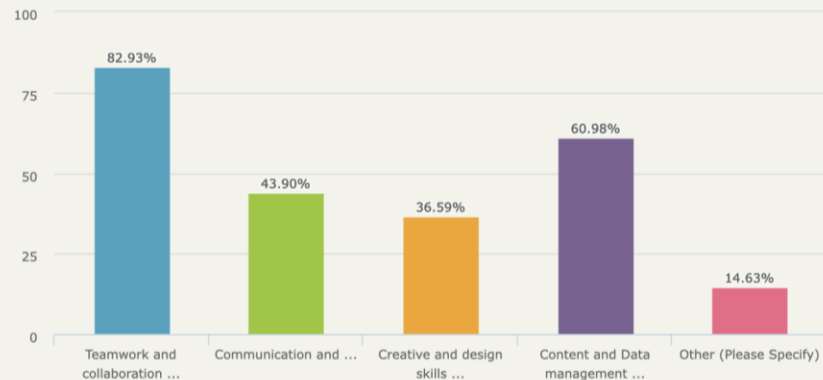


Employer Survey May 2019

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 though 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 ▲
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Workplaces are
always changing.
ARE YOU?

THINK DIGITAL

