

# Digital Champions Network supporting successful Digital Transformation



Kathy Valdes and Katharine Teed

Digital Unite



**22 years** expertise with over **5 million** online views to our expert guides each year. Supporting **140 organisations** and over **3000 Digital Champions** on our

# The Digital Unite team supports projects with

- Project management
- Project coordinators
- Comms ideas and support
- Digital Champions Network platform
- Support for the Digital Champions online
- Monitoring and reporting



## ***“Want digital transformation?”***

***Encourage continuous learning for all employees”***



Staff and customers need:

- ✓ Knowledge and skills to make digital work for them
- ✓ Confidence and strategies to apply them.



# Employee-led – or cascade – or **champion models** are the only really scalable models for **whole organisation learning**

“The emergence of employee led learning as a more appropriate, more insightful way of delivering learning – and change – through whole organisations” **HR Dive, 2018**

“I thoroughly enjoyed the experience and sharing my learning journey as a manager with my colleague was a real team-teach and learning experience.” – *Skills 4 Care affiliate*

“The gains [of the model] are enormous.”

– *Graeme, Fife Council*

A decorative graphic consisting of several overlapping, semi-transparent rectangular blocks in shades of green and blue, arranged in a cluster at the bottom right of the slide.

# The Digital Champions Network was our response to the learning need

The **Digital Champions Network** is a bespoke 'digital learning solution' built on open source technology.

It underpins change/skills/transformation programmes by building transferable **digital know-how, skills** and **confidence**.

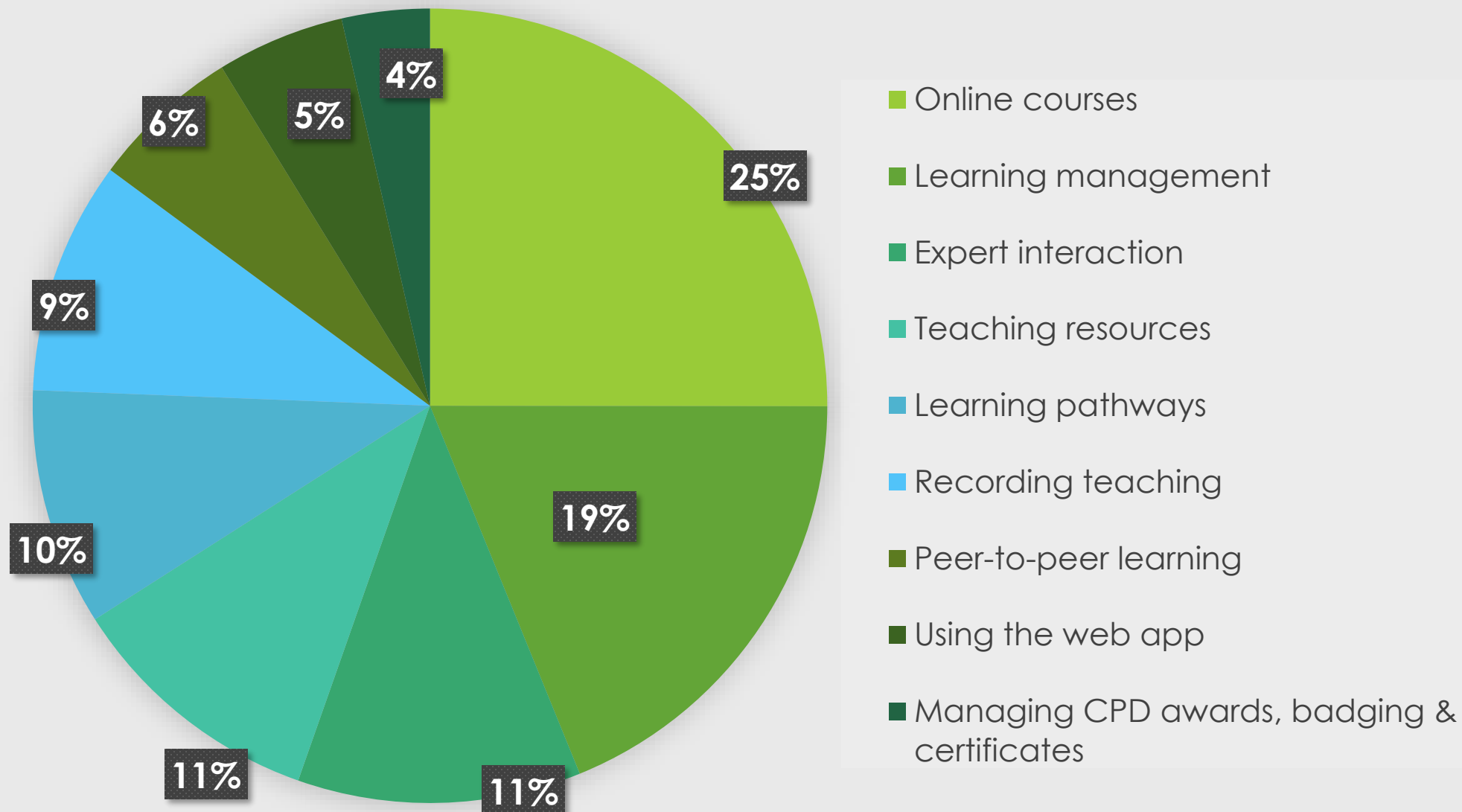


# A bespoke digital [skills] learning solution

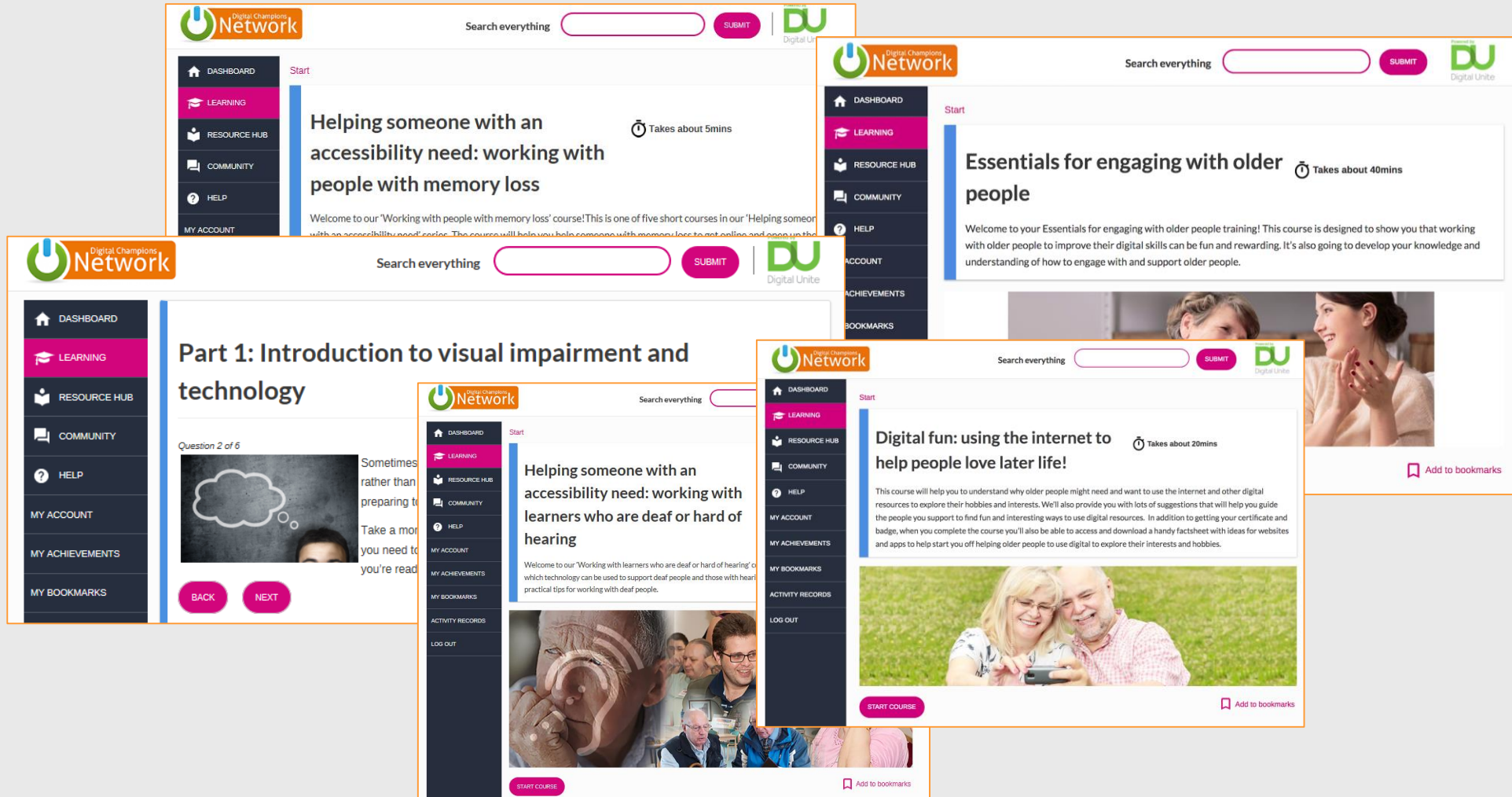
1. Structured online **training, resourcing and mentor support**
2. Allows organisations and businesses to standardise
3. Wrap around **comms campaign, branding, messaging, resourcing.**
4. Tracks the **impact** of learning
5. **Accredits** learning and gives it transferable value
6. Accommodates **bespoke evaluation** requirements
7. Exponentially **scalable**
8. Customizable **measurement and tracking tools**
9. Available on an **App** too



# The Network is a learning ecosystem for Champions



# We have resources for helping Digital Champions engage specific groups



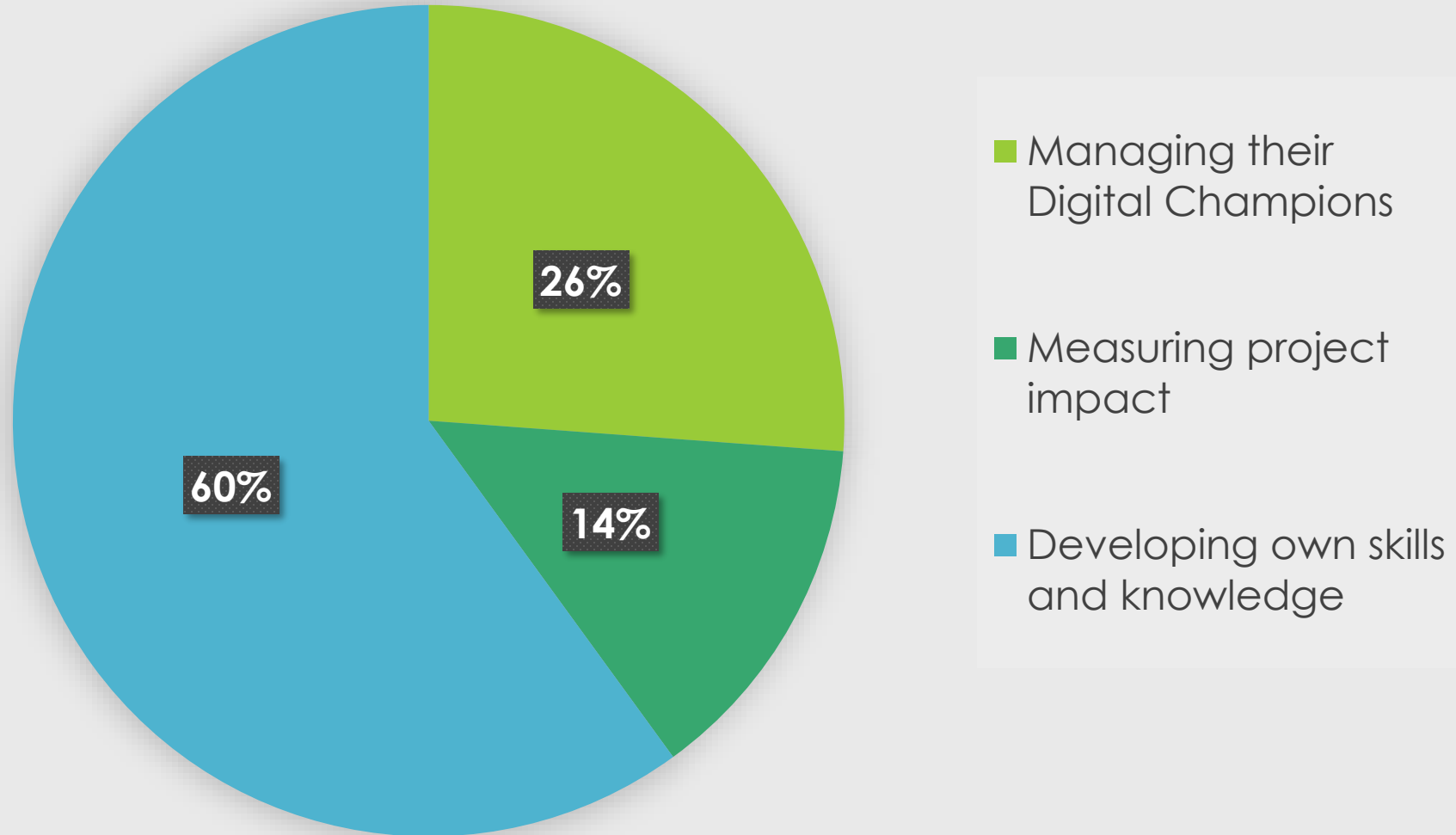
The collage displays six screenshots of the Digital Champions Network interface, each showing a different course page. The interface includes a search bar, a navigation menu, and course details.

- Top Left:** Course page for "Helping someone with an accessibility need: working with people with memory loss". It indicates the course "Takes about 5mins".
- Top Right:** Course page for "Essentials for engaging with older people". It indicates the course "Takes about 40mins".
- Middle Left:** Course page for "Part 1: Introduction to visual impairment and technology". It shows "Question 2 of 6" and includes "BACK" and "NEXT" buttons.
- Middle Right:** Course page for "Digital fun: using the internet to help people love later life!". It indicates the course "Takes about 20mins" and includes a "START COURSE" button.
- Bottom Left:** Course page for "Helping someone with an accessibility need: working with learners who are deaf or hard of hearing". It includes a "START COURSE" button.
- Bottom Right:** Course page for "Helping someone with an accessibility need: working with learners who are deaf or hard of hearing". It includes a "START COURSE" button.





## The Network also has a great range of project management and reporting tools



## Supporting organisations for successful project delivery

- Five new accredited bite-sized courses
  1. How a successful Digital Champion programme starts in a small way
  2. Project planning and objective setting
  3. Recruiting, training and supporting DCs
  4. Connecting end learners with DCs
  5. Keeping momentum and celebrating success
- Mapped alongside a significant expansion of the existing project toolkit
- Planned for release in early May



***“I did not know how to sell the DC idea, how to market it to colleagues, how to recruit DCs and to hook in learners. The Network has all the information I need – I love it.” (Riverside HA)***



## Continuous improvement and e-learning development

- ✓ New incentives
- ✓ New resources
- ✓ New courses
- ✓ New functionality
- ✓ Enhancing the learner journey
- ✓ Tailored support for different Champions
- ✓ Improving support for organisations



## Delivering success

- **150+** organisations using it
- Over **3,800 DCs** have been through it
- **275,000** learning resources used
- **18,000+** learner sessions recorded
- **98%** Digital Champions would recommend our courses
- **100%** of DCs feel more confident in their role after our training
- Foundation courses **accredited** by the CPD UK Service

*“It has worked brilliantly as the uptake has been amazing from both staff and volunteers.”*

Jessica Lowe, British Red Cross



## Achieving national, professional recognition

**“Digital Unite’s work with organisations in the social impact space is important and noteworthy, facilitating the teaching of digital skills to a large and complex audience while introducing their members to cutting edge learning practices.”**

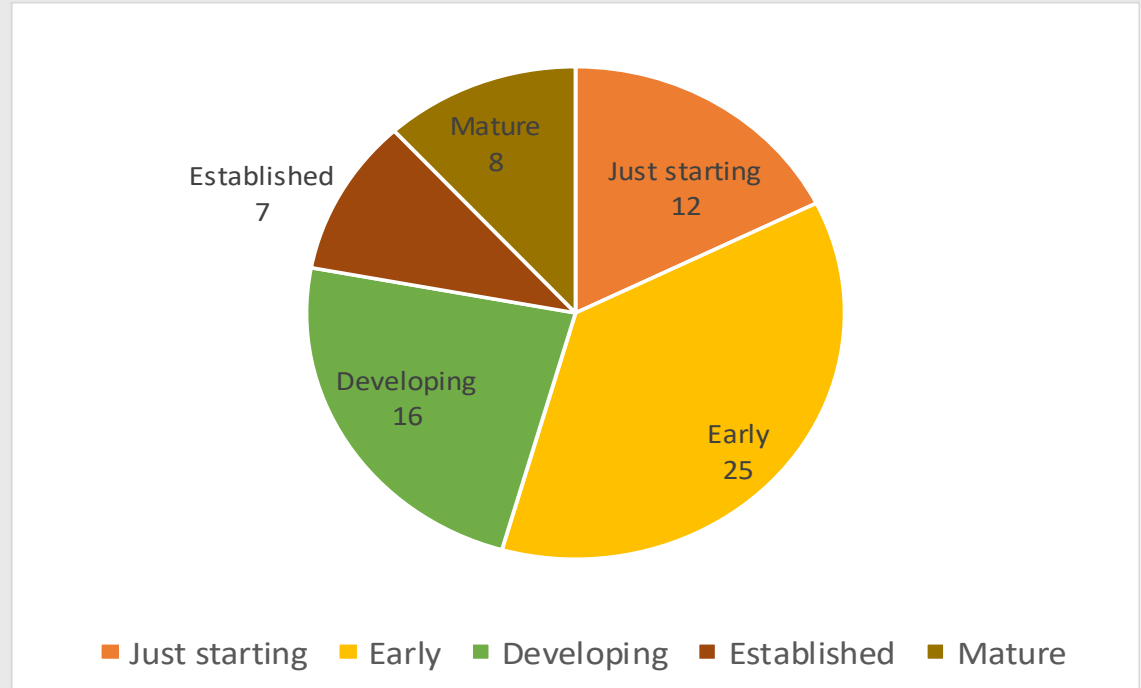


*Judges for the Learning and Performance Institute's 'Innovation in Learning Award' February 2019, where DU won Bronze.*



## How members are using the Network

- 77% join at the early stage of their digital maturity
- DC recruitment becoming more widespread:
  - Frontline staff
  - Community volunteers
  - Service users (residents, customers)
  - Managers



## “We want to create strong communities”

- Joined at the Developing stage
  - “We had a plan...”
- Piloted DC training at four specific sheltered schemes
- Now 29 staff Digital Champions running group sessions and 121 support
- Together they’ve earned around 170 Open Badges!

***“I’m an Independent Living Advisor and a Dementia Friends Champion. I love learning something new and especially something that will be of benefit to my residents.”***

*Jacky*

**“The engagement support aspect of the DCN has made a difference. Getting staff motivated around digital, getting them interested in technology, has been really useful.”**

Mitch Williams, Health and Wellbeing Co-ordinator



## Increase in employee-led learning in DCN member organisations

- **Half of members** are using DCs to improve basic digital skills of staff
- Now **more Workplace Champions** registered than volunteer DCs
  - More staff than volunteers
  - They help more unique learner
- Recent survey shows Workplace Champions:
  - Are mainly each helping up to 6 people, and often, on a regular basis
  - Feel good about giving their support (70%)
  - Said their learner was more positive & confident (64%)





## “Workplaces are becoming more digitised”



- Joined at the Early stage
  - “We know we need to do something...”
- Widely dispersed members across 11 regions
- Focusing on priority groups and training Learning Reps
- 27 Digital Champions with plans to grow to 150 DCs

*“I work with people where email is a constant source of communication, some of these people are hesitant in accessing. Giving me the confidence to help them with their fears and concerns can only be positive.” Patricia*

**“Really happy with the resources available on the DCN, our initial DCs have commented on their quality and relevance too.”**

Katie Shaw, National Learning & Development Organiser, UNISON



# Over to you.....

## Where

...is your organisation  
on its Digital  
Transformation  
Journey?  
*Developing?*  
*Just started?*  
*Established?*

## Who

.... who might be your  
DCs and who would  
they be supporting  
with digital skills?

## What

...is your one burning  
question about Digital  
Champion models or  
digital inclusion  
approaches?



# Thank you for joining the workshop

Kathy Valdes and Katharine Teed

Digital Unite

