



Embedded Workplace Digital Champions

Kathy Valdes Digital Unite

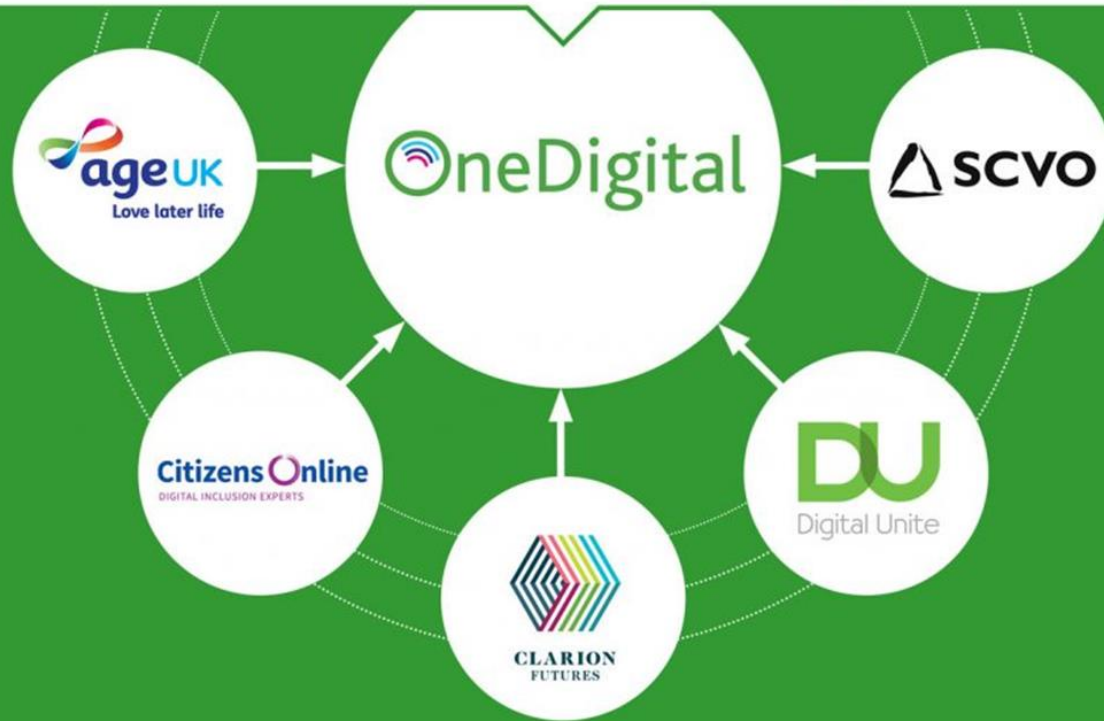
November 2019



Digital Unite specialises in digital learning and skills through Digital Champion led training.

- **23** years expertise
- **Over 5 million** online views to our expert guides each year
- Currently supporting **over 200** organisations
- **Over 3,500** Digital Champions on our Digital Champions Network
- **Over 12,000** people helped by Network's Champions
- **97%** of Champions recommend their training

We are One Digital



Digital Unite has trained and supported Digital Champions across all the One Digital Partners



**Within 20
years, 90% of
all jobs will
require digital
skills to some
degree.**
GovUK 2017



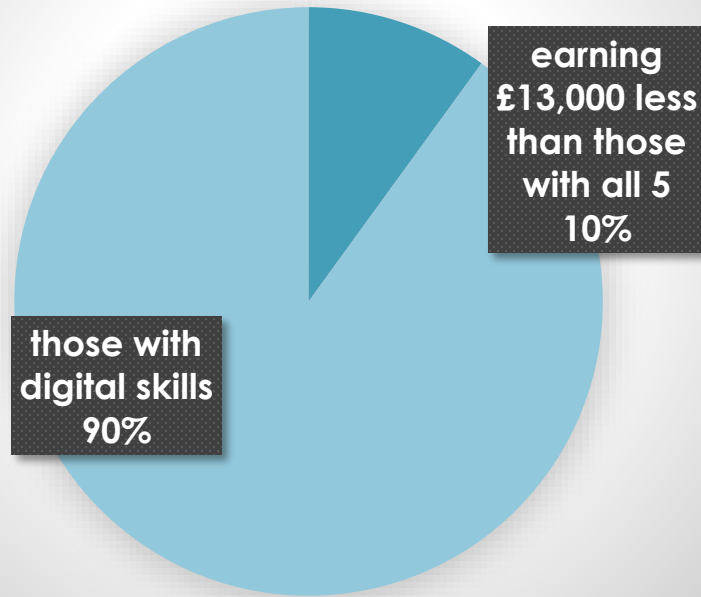
More than half of UK employees (53%) do not have the digital skills needed for work. *Lloyds 2019*

Only one-third (34%) of employees say their workplace gives them digital skills support. *Lloyds 2019*

30% of charities and 16% of SMEs have low digital skills. *Lloyds 2018*

82% of Workplace Digital Champion said they made a difference to their colleagues, just by helping when they can, usually at their desk and on an ad hoc basis. *DU 2019*

10% of the Workforce do not have the 5 basic digital skills



=



Good digital skills inextricably linked to employability, financial resilience, and better health and wellbeing



**We asked some
of our
Digital
Champions
about helping
colleagues with
Digital Skills**

82% said they made a difference by helping colleagues with Digital Skills

67% helped the same people on a regular basis

They helped colleagues work independently

Colleagues felt more positive and confident

Digital Champions felt good about helping others

- And we have recently launched our new workforce training on our Digital Champions Network.

• *“It is helpful to have this work-based focus on digital skills and beneficial for understanding the different levels of need amongst colleagues”*

- Digital Transformation Manager, West Lothian Council.



Part 2: Understanding your colleagues

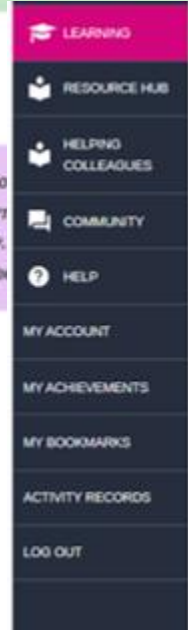
Question 2 of 22

Top tips from other Digital Champions

“Make it fun! When I was showing colleagues how to use PowerPoint, I made a presentation which had the team’s pets in it and put a soundtrack to it.” - Bethany



“I empower colleagues to take their own learning responsibility. I encourage them to take their own notes when they learn something new.”



Part 2: Understanding your colleagues

Question 10 of 22

Understanding who you’re talking to: senior management

You may have identified senior management as a category of person who may need your help.

Senior management often need help in using the internal systems that they don’t use day-to-day. If you find yourself helping a manager, you could take the opportunity to explain your experience of the system, what’s good about it and how to get the most out of it.



We worked with subject matter expert Elizabeth Marsh of Digital Work Research .



A workplace
digital
champion
helping
colleagues is
an
embedded
role...

and could be either a....



Lone ranger- maybe accidental and often passionate about Digital

OR a....



Networked Champion- more likely to be supported with training and incentives

What do Workplace Digital Champions help with?



70% With organisation's own digital tools and online systems

A screenshot of the 'Digital Champions Network' website. The page features a dark sidebar with navigation options: RESOURCE HUB, HELPING COLLEAGUES, COMMUNITY, HELP, MY ACCOUNT, MY ACHIEVEMENTS, MY BOOKMARKS, ACTIVITY RECORDS, and LOG OUT. The main content area displays a course titled 'Helping Colleagues With Digital Skills' with a 'Takes about 50mins' indicator. Below the title is a description: 'This course looks at the role of the Digital Champion in the workplace and how you can support and recruit colleagues. It looks at how you can promote your work for your own benefit and for the benefit of your colleagues and the organisation as a whole.' A banner image shows three people in a warehouse setting, with a red arrow pointing upwards and a megaphone icon. A 'START COURSE' button is visible. On the right, there is a 'Download course notes' button and a list of sections: 'Part 1: Understanding the role of the Workplace Digital Champion' and 'Part 2: Understanding your colleagues'.

67% With colleagues own skills

53% Word processing and Microsoft Excel

Challenge 1 Organisational Support

“At least 40% of all businesses will die in the next 10 years... if they don’t figure out how to change their entire company to accommodate new technologies” John Chambers | Executive Chairman, Cisco System]

- Link Digital Skills improvement to organisation KPIs
- Understand the value of investing in staff as well at the future of the organisation
- Keep management up to date with progress and challenges
- Collect data about your project and share it
- Share success stories





Challenge 2 Time pressures

- Workplace Digital Champions should have a role profile to clarify time commitments and availability
- Workplace Digital Champions need support and training on setting boundaries
- Building a team of Champions shares the load
- Understanding the time saving benefits in the longer term

60%

- Reluctant to get help

47%

- Feel they are unable to learn new skills

43%

- Don't have the confidence to learn

Challenge 3 Engaging colleagues with low or no skills with learning

- Workplace Digital Champions need to understand barriers that their colleagues may have
- Workplace Digital Champions need to be familiar with learning styles
- Adding light touch training sessions to existing team meetings- making it FUN
- Sharing the benefits for them



Top ten tips for running a successful Workplace Digital Champion programme





Promote the benefits at all levels, benefits for DCs, for organizations and the employees



Promote the project and those involved, it is a lot about comms



Be reassuring and encouraging in the way support is offered



Encourage learners to take ownership of their learning



Ensure Workplace Digital Champions (or Ninjas!) are confident with internal systems before sharing skills



Offer a variety of support



Find your experts



Reward success



Understand the project is a long term one



Grow your Champion team



Digital Unite

Email du@digitalunite.com

Twitter [@digitalunite](https://twitter.com/digitalunite)

Web www.digitalunite.com

Thank you for listening, any questions?

Kathy Valdes Digital Unite

November 2019