

FEMALE LEADERS IN A DIGITAL CONTEXT

Topic 2

DIGI
GEN



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DIGITAL MANAGEMENT TOOLS

- 1) Digitalisation & Digital Transformation
- 2) Modern Technologies for SMEs
- 3) Knowledge Management and Tools
- 4) Workflow Management and Tools
- 5) Enterprise Data Management and Tools
- 6) Digital Leadership

DEFINITION,
BASIC
TERMINOLOGY



IMPORTANCE
FOR
ENTREPRENEURS



PROCESSES



TOOLS

1. DIGITALISATION AND DIGITAL TRANSFORMATION

1.1. DEFINITIONS

DIGITISATION

Converting from
analogue to digital

e.g. scanning

DIGITALISATION

Combining digitised
data with
technological tools

e.g. file sharing

DIGITAL TRANSFORMATION

Use of new
technology to
transform processes

e.g. automated
processes in sales

TASK 1. INDIVIDUAL WORK: HANDOUT 1.

1. DIGITALISATION AND DIGITAL TRANSFORMATION

1.2. DRIVERS OF DIGITAL TRANSFORMATION

New business
models

Customer
experience and
expectations

Modernising IT
infrastructure

Operational
efficiency

Updating
employee skills

Data visibility
and security

Collaboration
with
stakeholders

GROUP DISCUSSION

Task 2

What is slowing down digital transformation at enterprises?

What could be the main barriers?

Video: ["5 Most Important Elements of Digital Transformation"](#)

→ **Compare anticipations**

1. DIGITALISATION AND DIGITAL TRANSFORMATION

1.3. CURRENT DIGITAL TRANSFORMATION TRENDS



LOW-CODE or NO-CODE PLATFORMS

- Simplified solutions for application development
- Reducing development costs



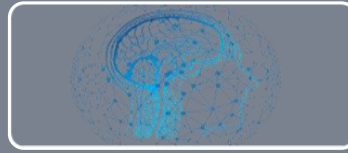
CLOUD TECHNOLOGY

- For storage and infrastructure
- Fast and easy solutions for remote work, collaboration, data availability and security



AUTOMATION

- Cut down on repetitive work
- Improving productivity



ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML)

- Analyse interactions
- Estimate future patterns

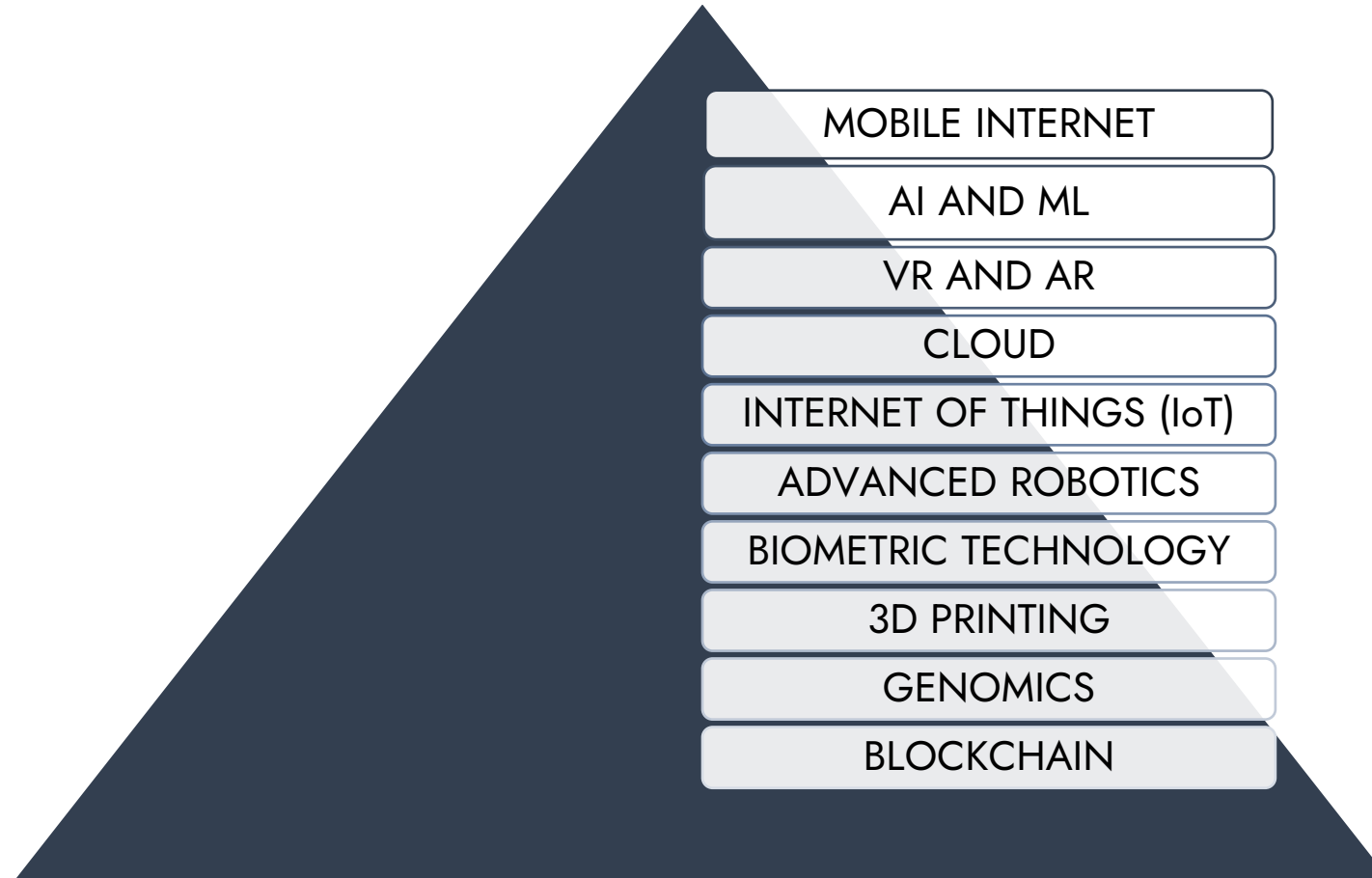


BLOCKCHAIN

- Shared database of expanding data blocks
- Virtual team or document collaboration

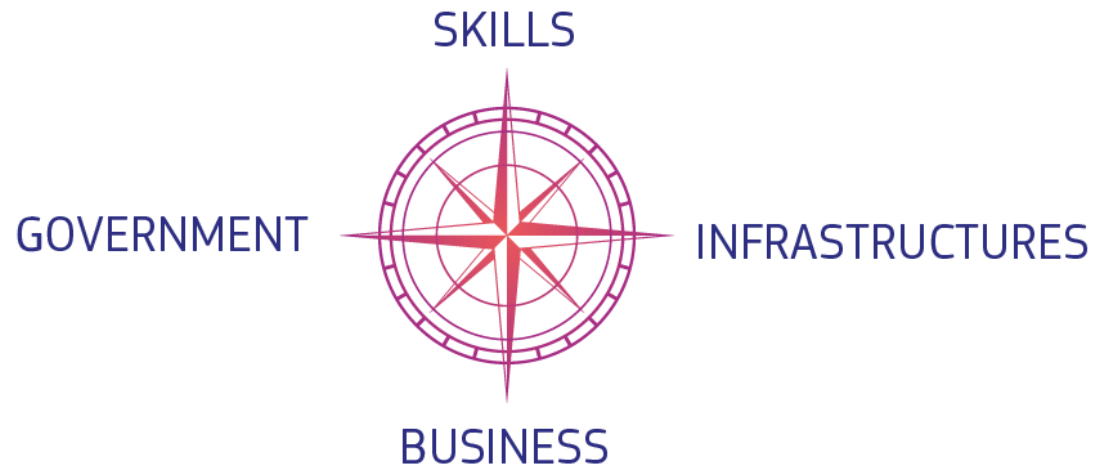
1. DIGITALISATION AND DIGITAL TRANSFORMATION

1.4. FUTURE DIGITAL TRANSFORMATION TRENDS



1. DIGITALISATION AND DIGITAL TRANSFORMATION

1.5. FUTURE DIGITAL TRANSFORMATION TRENDS



Digital transformation of businesses

Tech up-take: 75% of EU companies using Cloud/AI/Big Data

Innovators: grow scale-ups & finance to double EU Unicorns

Late adopters: more than 90% of SMEs reach at least a basic level of digital intensity

2. MODERN TECHNOLOGIES FOR SMEs

2.1. MODERN TECHNOLOGIES A-Z



Artificial
intelligence

Augmented
Reality

Big data

Blockchain

Cybersecurity

Internet of
Things

Machine
Learning

Virtual reality

CHECKING ON DIGITAL PERFORMANCE

Task 3: Individual Work

DIGITAL ECONOMY AND SOCIETY INDEX (DESI)

What is your country's DESI index? How does it compare with EU countries? What are the key areas?

What's the level of inclusion of women in digital jobs in your country? Check the WiD scoreboard.

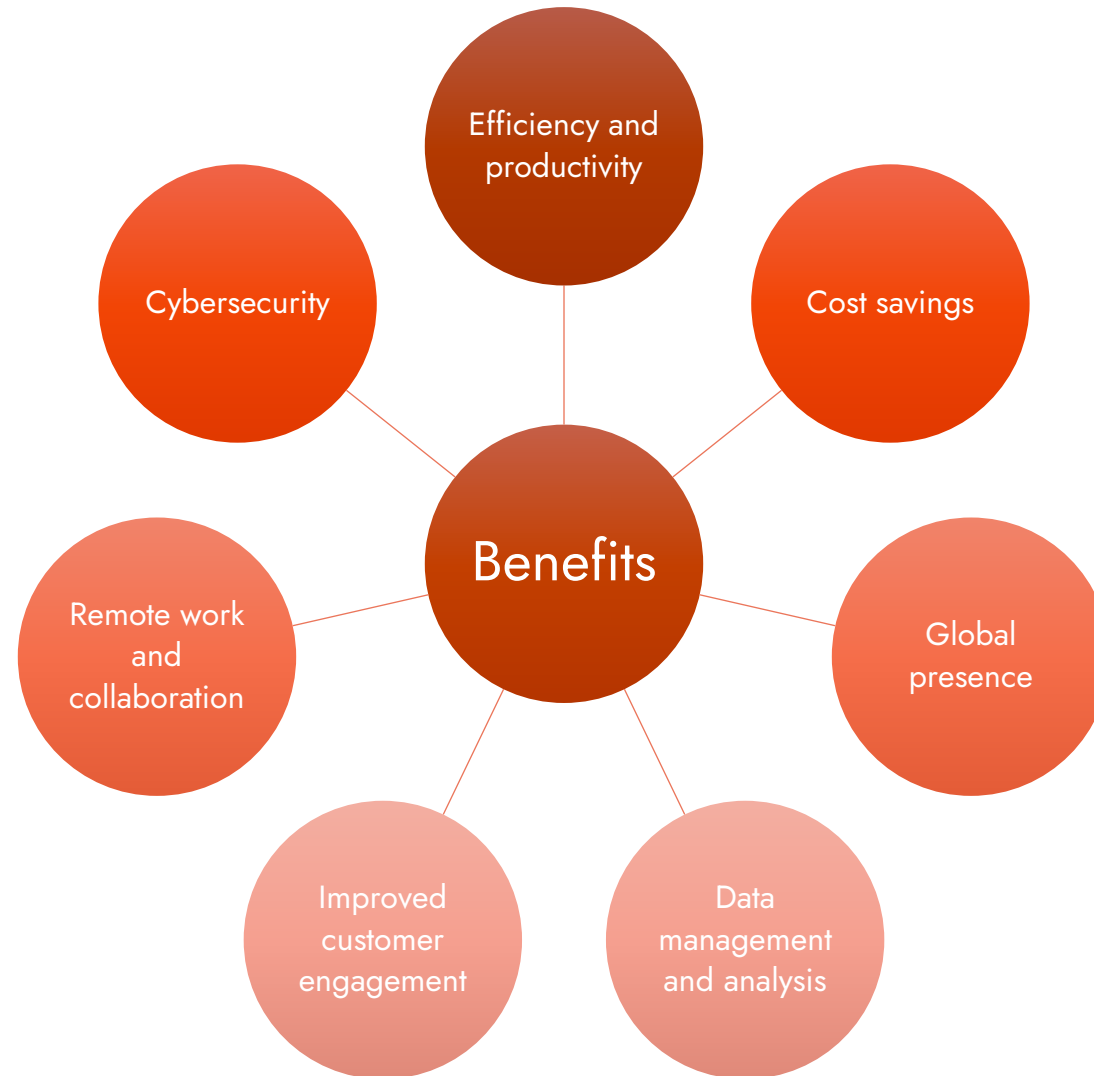
EUROPEAN DIGITAL INNOVATION HUBS (EDIHs)

What are EDIHs?

How can they help SMEs to respond to digital challenges?

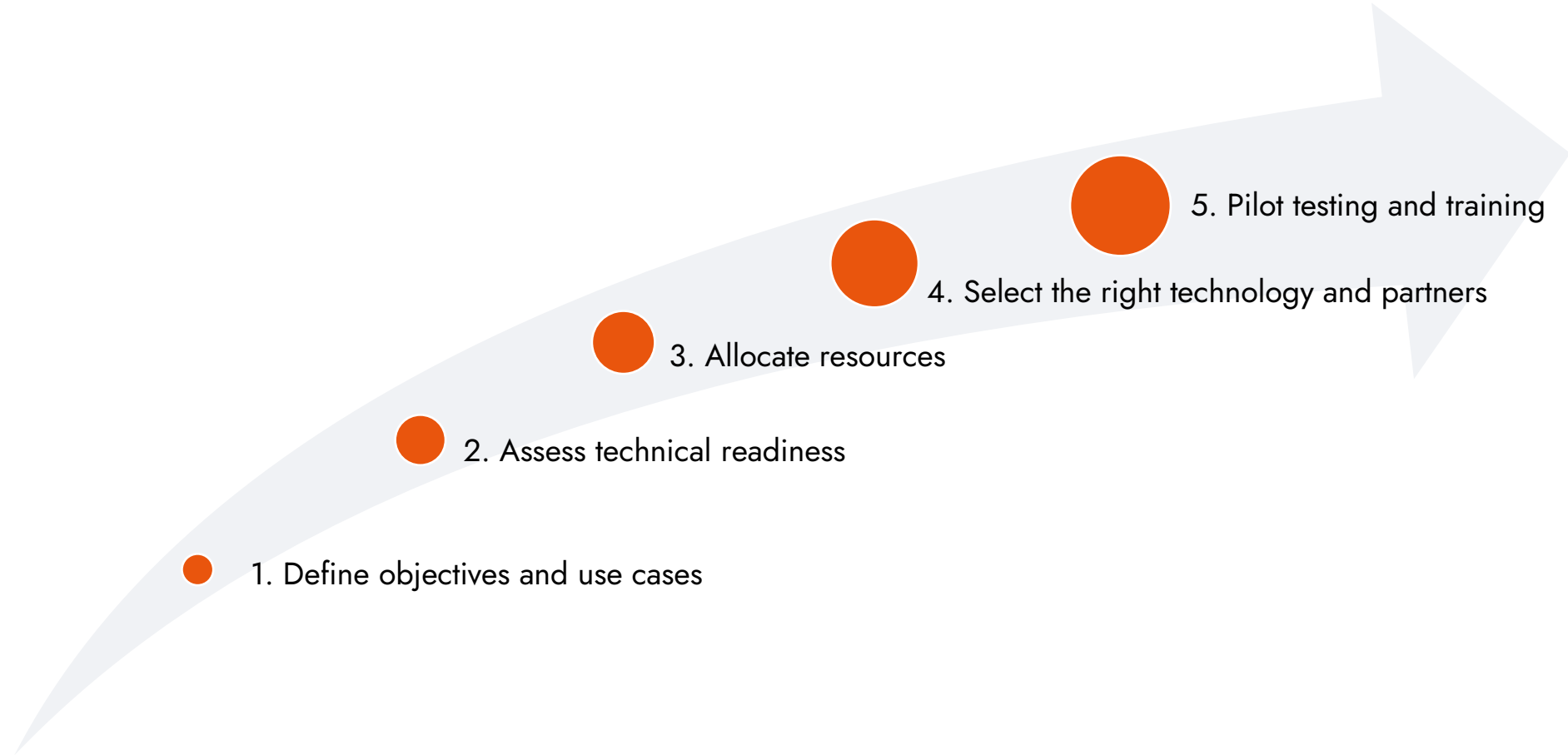
2. MODERN TECHNOLOGIES FOR SMEs

2.2. IMPORTANCE FOR ENTREPRENEURS



2. MODERN TECHNOLOGIES FOR SMEs

2.3. PROCESS AND REQUIREMENTS OF IMPLEMENTING MODERN TECHNOLOGIES TO EMPOWER BUSINESSES



2. MODERN TECHNOLOGIES FOR SMEs

2.4. TYPES OF SOLUTIONS AVAILABLE FOR ENTERPRISES

AI	AR/VR	BIG DATA	CYBERSECURITY
<ul style="list-style-type: none">· Chatbot for Customer Support· Sales Forecasting with Predictive Analytics· Personalised Email Marketing Campaign	<ul style="list-style-type: none">· AR Product Catalogue· Virtual Training Simulation· AR Interactive Marketing	<ul style="list-style-type: none">· Customer Segmentation and Personalisation· Demand Forecasting· Social Media Analytics	<ul style="list-style-type: none">· Employee Security Training· Multi-Factor Authentication (MFA) Implementation· Vulnerability Assessment

PRACTICAL USE OF MODERN TECHNOLOGIES

Task 4: Individual Work

Download and try out [Google Lens](#) which is a visual search technology developed by Google that uses machine learning, image recognition, and augmented reality (AR) to provide information and insights about objects in the real world. It allows users to interact with their surroundings using their smartphone camera to identify, interpret, and learn more about various objects, images, and text.

→ Think about the potential benefits and areas of application for SMEs.

3. KNOWLEDGE MANAGEMENT AND TOOLS

3.1. DEFINITION



KNOWLEDGE MANAGEMENT:

Systematic management of knowledge and information within an organisation which results in streamlined business processes.

3. KNOWLEDGE MANAGEMENT AND TOOLS

3.2. IMPORTANCE FOR ENTREPRENEURS

IMPROVED
DECISION
MAKING PROCESS

BETTER SKILLS
IDENTIFICATION

MAINTAINING
KNOWLEDGE

BETTER
COMMUNICATION

INCREASED DATA
SECURITY

3. KNOWLEDGE MANAGEMENT AND TOOLS

3.3. KNOWLEDGE MANAGEMENT PROCESS



- Define already existing or new knowledge
- Consider individual, group and organisational level



- Collect the knowledge defined
- Consider explicit, implicit and tacit knowledge



- Organise the relevant knowledge collected
- Consider knowledge management systems



- Double check and validate information
- Filter redundancies



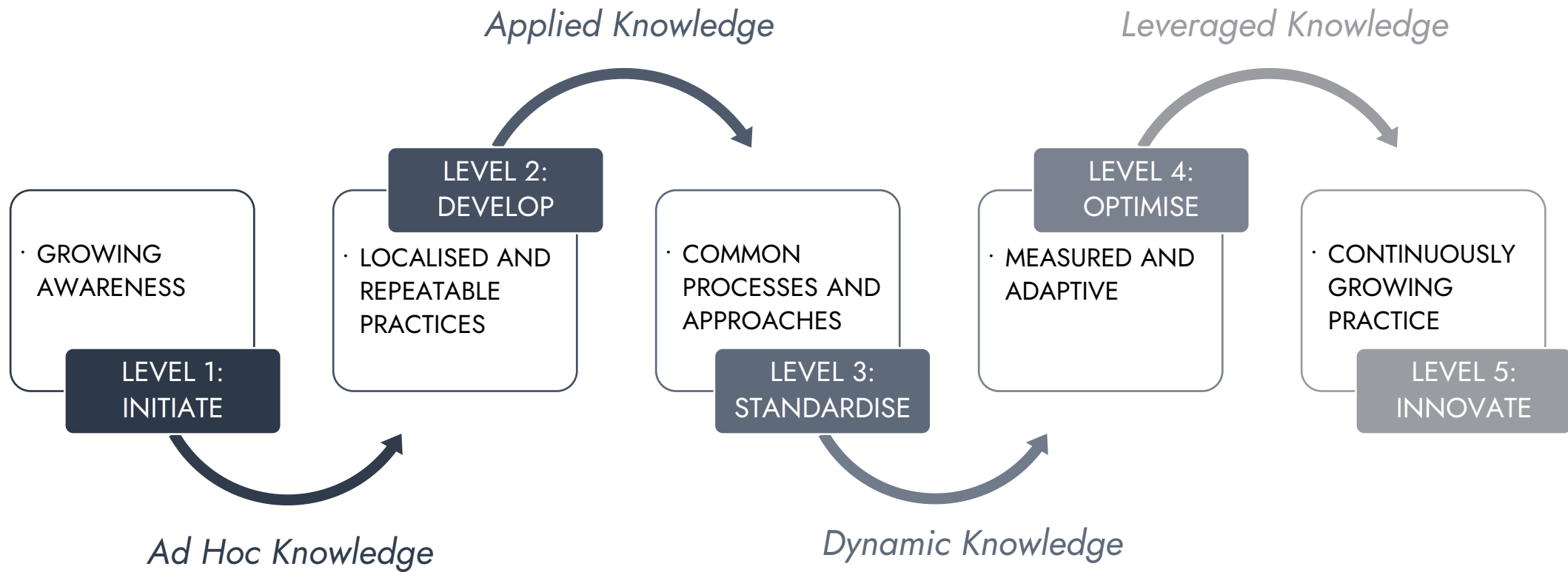
- Make the knowledge public
- Restrict information to groups

3. KNOWLEDGE MANAGEMENT AND TOOLS



3.4. KNOWLEDGE MANAGEMENT MATURITY LEVELS

Adapted from: APQC's Levels of Knowledge Management Maturity



3. KNOWLEDGE MANAGEMENT AND TOOLS



3.5. TYPES OF KNOWLEDGE MANAGEMENT TOOLS



KNOWLEDGE BASE

Self-service library of information



LEARNING MANAGEMENT SYSTEMS

Platforms for managing learning programmes



CUSTOMER RELATIONSHIP MANAGEMENT

Systems for managing client information and interaction



CONTENT MANAGEMENT SYSTEMS

Systems for creating, managing and modifying company website

CHECKING ON KNOWLEDGE MANAGEMENT

Task 5: Individual Work

Familiarise yourself with the best knowledge management software tools by watching [„7 Best Knowledge Management Software Tools in 2023“](#).

Check one tool in detail (e.g., [Small Business Knowledge Management with Process Street](#))

and answer:

- *What functionalities does the software offer?*
- *What are the benefits of using the tool?*
 - *Who is it recommended for?*

Look for success stories, case studies or testimonials of companies using the product. (e.g.,

[Process Street case studies](#))

4. WORKFLOW MANAGEMENT AND TOOLS

4.1. DEFINITION

BUSINESS PROCESS MANAGEMENT:

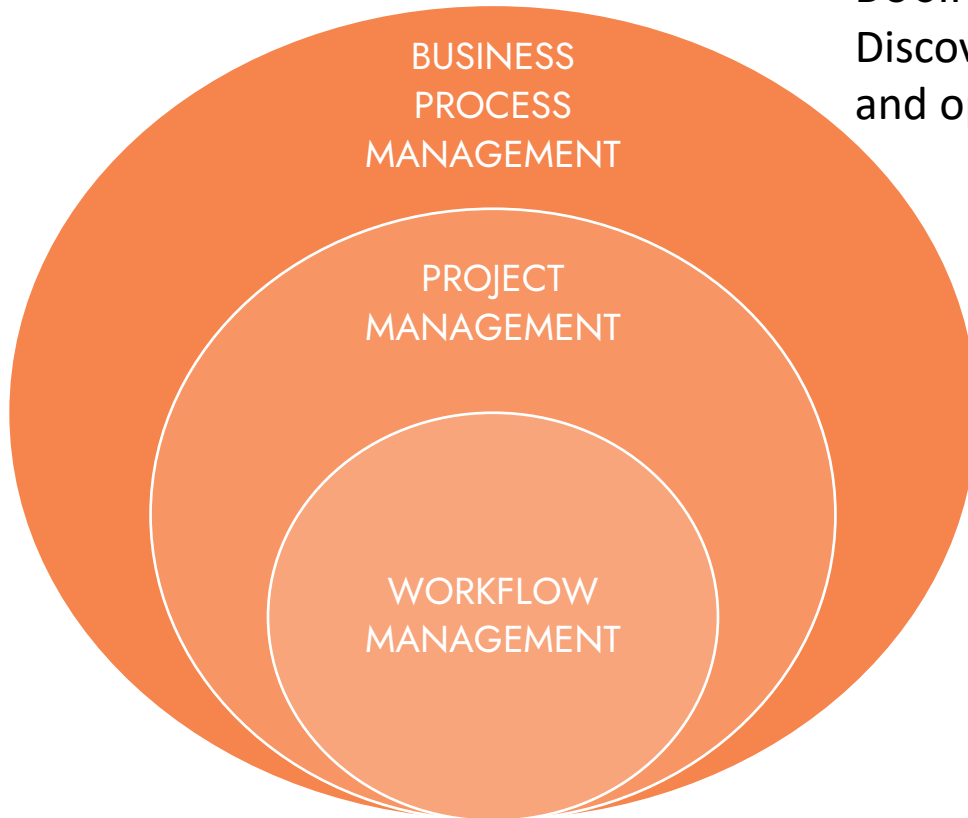
Discovery, modelling, analysis, measurement and optimisation of business processes.

PROJECT MANAGEMENT:

Planning and organisation of a company's tasks and resources to achieve project completion.

WORKFLOW MANAGEMENT:

The process of creation, organisation and monitoring a set of any tasks which contribute to successful business management and enhance productivity.



4. WORKFLOW MANAGEMENT AND TOOLS

4.2. IMPORTANCE FOR ENTREPRENEURS



IDENTIFICATION OF INEFFICIENCIES ✓

REDUCING COSTS ✓

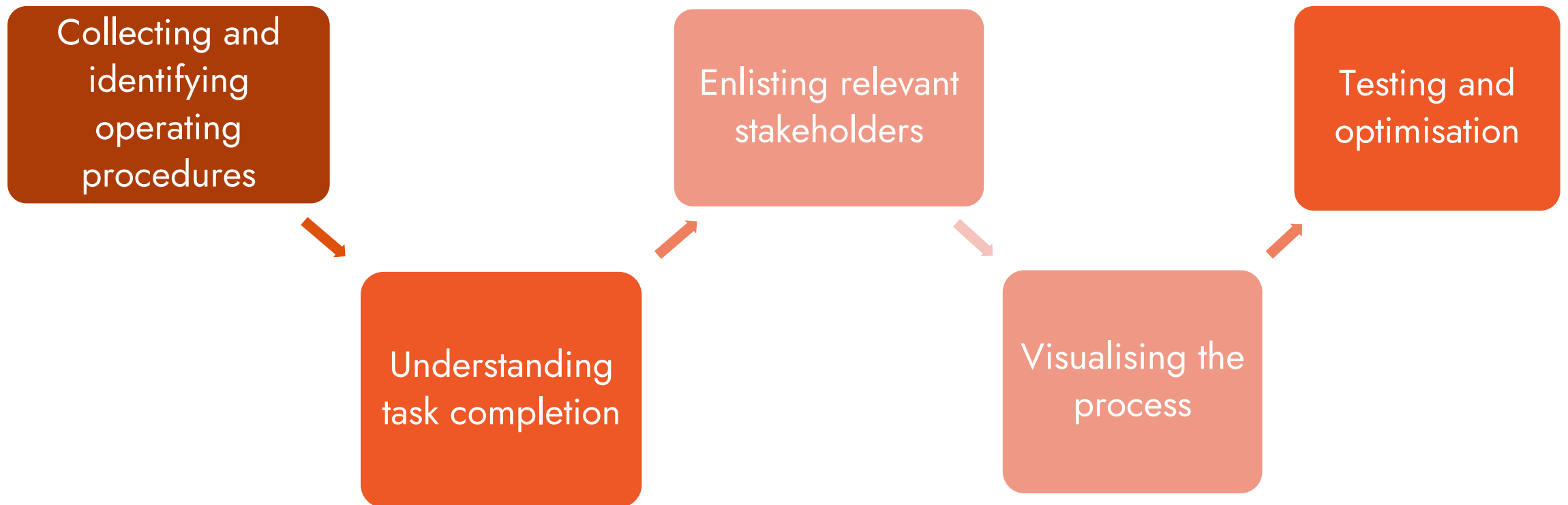
BETTER VISIBILITY ✓

IMPROVED COMMUNICATION
AND COLLABORATION ✓

INCREASED PRODUCTIVITY ✓

4. WORKFLOW MANAGEMENT AND TOOLS

4.3. WORKFLOW MANAGEMENT PROCESS



4. WORKFLOW MANAGEMENT AND TOOLS

4.4. TYPES OF WORKFLOW MANAGEMENT TOOLS



94% of workers say they perform repetitive, time-consuming tasks in their role



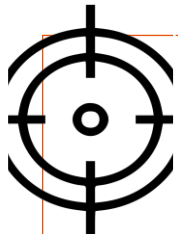
2 out of 3 knowledge workers say automation has helped them be more productive at work



9 out of 10 knowledge workers say that automation has improved people's lives in the workplace



65% of knowledge workers are less stressed at work because they automate manual tasks



88% of SMEs say automation allows their company to compete with larger companies



Two-thirds of knowledge workers would recommend automation to other businesses

COMMON FEATURES:

- Data visibility and security
- Easy to use
- Cloud based
- Integration with other applications
- Customisable
- Mobile friendly

TOP FIELDS OF USE:

- Project Management
- Sales and Marketing
- Finance
- Customer Service
- Human Resource Management

Source: State of business automation. Adapted from: [Zapier](#)

CHECKING ON WORKFLOW MANAGEMENT

Task 6: Individual Work

Familiarise yourself with the best workflow software by watching [„The 10 Best Workflow Management Software Reviewed“](#)

Check one tool in detail (e.g., [Kissflow Workflow demo](#)) and answer:

- What functionalities does the software offer?
- What are the benefits of using the tool?
 - Who is it recommended for?



Look for success stories, case studies or testimonials of companies using the product. (e.g., [Kissflow success stories](#))

CREATING A WORKFLOW DIAGRAM

Task 7: Individual Work

→ DESIGN YOUR OWN WORKFLOW DIAGRAM

- Choose a specific task (e.g., counselling process) to create the workflow.
- Define the purpose, gather necessary data, design the process, and analyse the result.
- For visualisation, use any free online tool available on the internet.

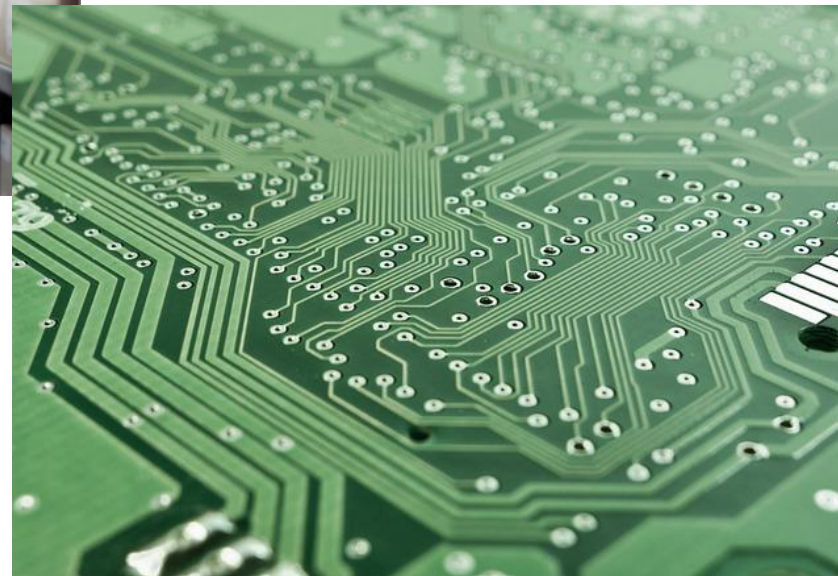
HINTS: [Canva](#), [Wondershare Edraw Max](#) ([tutorial video](#))

5. ENTERPRISE DATA MANAGEMENT AND TOOLS

5.1. DEFINITION



Enterprise Data Management is the process of inventorying and governing business data and transforming it into smooth flow of information for further use.



5. ENTERPRISE DATA MANAGEMENT AND TOOLS

5.2. IMPORTANCE FOR ENTREPRENEURS



Higher level of productivity ✓

Smoother workflows ✓

Decreased security risks ✓

Cost efficiency ✓

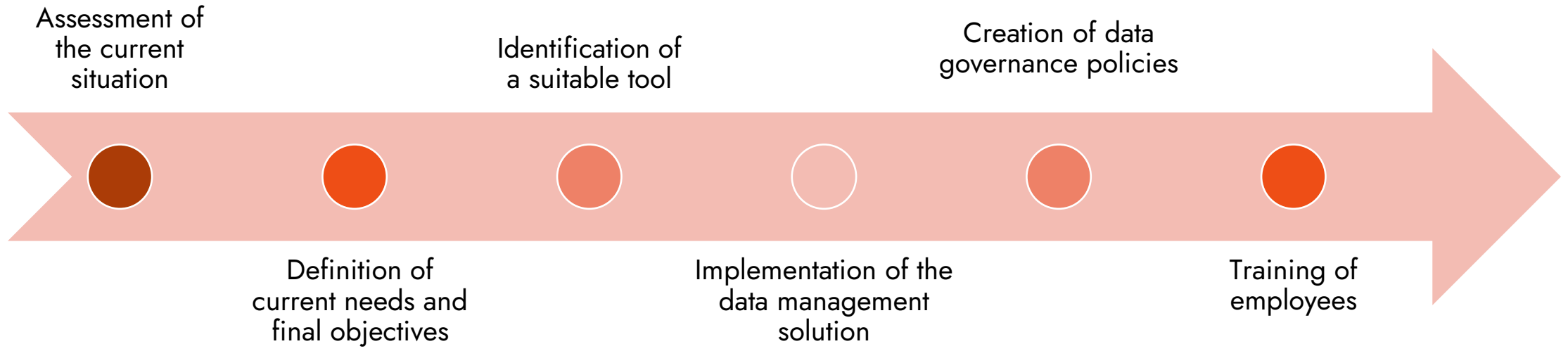
Reduced threat of data loss ✓

Improved decision-making processes ✓

5. ENTERPRISE DATA MANAGEMENT AND TOOLS



5.3. ENTERPRISE DATA MANAGEMENT PROCESS AND STRATEGY



5. ENTERPRISE DATA MANAGEMENT AND TOOLS

5.4. TYPES OF ENTERPRISE DATA MANAGEMENT TOOLS

Behavioural data management tools

Business intelligence

Customer data management tools

Data warehouse management

Product analytics data management

6. DIGITAL LEADERSHIP

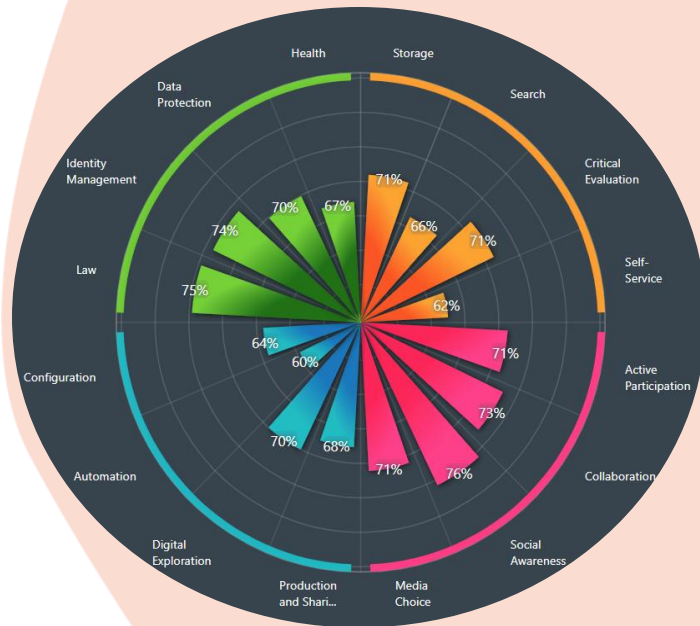
6.2. ETHICS OF DIGITAL LEADERSHIP (DIGITAL ETHICS)

- Digital ethics = system of values and moral principles to guide electronic interactions among people, organisations and things. (Gartner)
- Ethical leadership involves:
 - Ethical data stewardship,
 - Engagement in ethical partnerships and collaborations,
 - Being advocates of the ethical considerations.



CHECKING ON DIGITAL LEADERSHIP

Task 8: Individual Work and Group Work



→ WHAT ARE YOUR DIGITAL COMPETENCE AREAS?

Complete the [Digital Competence Wheel survey](#). What are your strengths and areas for improvement?

→ Think of/Discuss how this (or any similar tool) could be used in your counselling work.



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LICENCE

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Remark:

For background information on all topics, please refer to the Reader. Please note that the majority of the background material (videos, articles) is in English. If the participants face difficulties in using English language, consider using a translator or find similar materials in the national language used by the participants.