

Digital Workforce Skills Assessment

Measuring the digital readiness of your workforce

Introduction

A digitally skilled workforce is a key ingredient for organisations undertaking digital transformation to realise expected benefits in both operational efficiency and customer experience¹. However, recent research by the European Commission on digital skills in the workplace found that 88 percent of organisations have not taken any action to tackle the lack of digital skills of their employees². This is especially worrying given that the same research found that the digital skills deficiency is impacting performance and hindering digital transformation for organisations around the world.

How should organizations get started with digital literacy? What skills do they need to foster in the workforce? For senior managers trying to come to grips with the digital skills challenge inside the organization, it can be hard to know where to invest their efforts. Taking a data-driven approach to improving the digital readiness of employees to work digitally can help organizations ensure that precious resources are invested in digital skills initiatives that meet the real needs of the workforce, in turn contributing to successful digital transformation.

Methodology & approach

The Digital Workforce Skills Assessment provides organisations with a well-considered approach to assessing the digital capabilities of its employees. It uses the Digital Workplace Skills Framework³ as the basis for detailed and informative research into the specific digital skills needed by people in your organization. From project briefing, through qualitative and quantitative data collection, to analysis and reporting - a comprehensive approach is taken to provide your organisation with actionable insights to inform your digital initiatives.

Project deliverables

- Project briefing
- In-depth interviews
- Quantitative survey
- Coding and data analysis
- Detailed written report
- Report back meeting.



Get in touch

To learn more about the Digital Workforce Skills Assessment, fees, and discuss your organisation's requirements, please contact Elizabeth Marsh on elizabeth@digitalworkresearch.com or +44 (0)7815 107231.

About Digital Work Research

As Director of Digital Work Research Ltd, Elizabeth Marsh MSc is a digital workplace consultant, researcher and writer with a wealth of industry experience working with a wide range of organisations. In 2014, she co-authored 'The Digital Renaissance of Work: Delivering digital workplaces fit for the future' with which was shortlisted for CMI Management Book of the Year 2015. Her peer reviewed paper on the impact of digital literacy on digital workplace acceptance and performance will shortly be published in the International Journal of Digital Literacy and Digital Competence (IJDLC).



¹ Kiron, D., Kane, G. C., Palmer, D., Phillips, A. N., and Buckley, N. (2016) *Aligning the Organization for its Digital Future*.

² Curtarelli, M., Gualtieri, V., Shater Jannati, M., and Donlevy, V. (2017) *ICT for work: Digital skills in the workplace*.

³ Marsh, E. (2018) *The Digital Workplace Skills Framework: Ensuring the workforce is ready to work digitally*.