CORA

COnnecting Remote Areas with digital infrastructure and services

Maka De Lameillieure

iVeria

‘People first, technology will follow’

Maka De Lameillieure

Skills for digital transformation

Professional skills:

- Social skills
- Communication skills
- Listening skills
- Emotional skills
- Ethical skills
- …

Technical skills

- Digital marketing
- Data analytics
- Cloud computing
- Network security
- Information security
- …

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“The reality is that if we want successful, lasting change, we should *not* try to get people to change their behaviors….Instead, what we must do is to get people to *want* to change their behaviors.”

Change (the) Management:
Why We as Leaders Must Change for the Change to last
Al Comeaux

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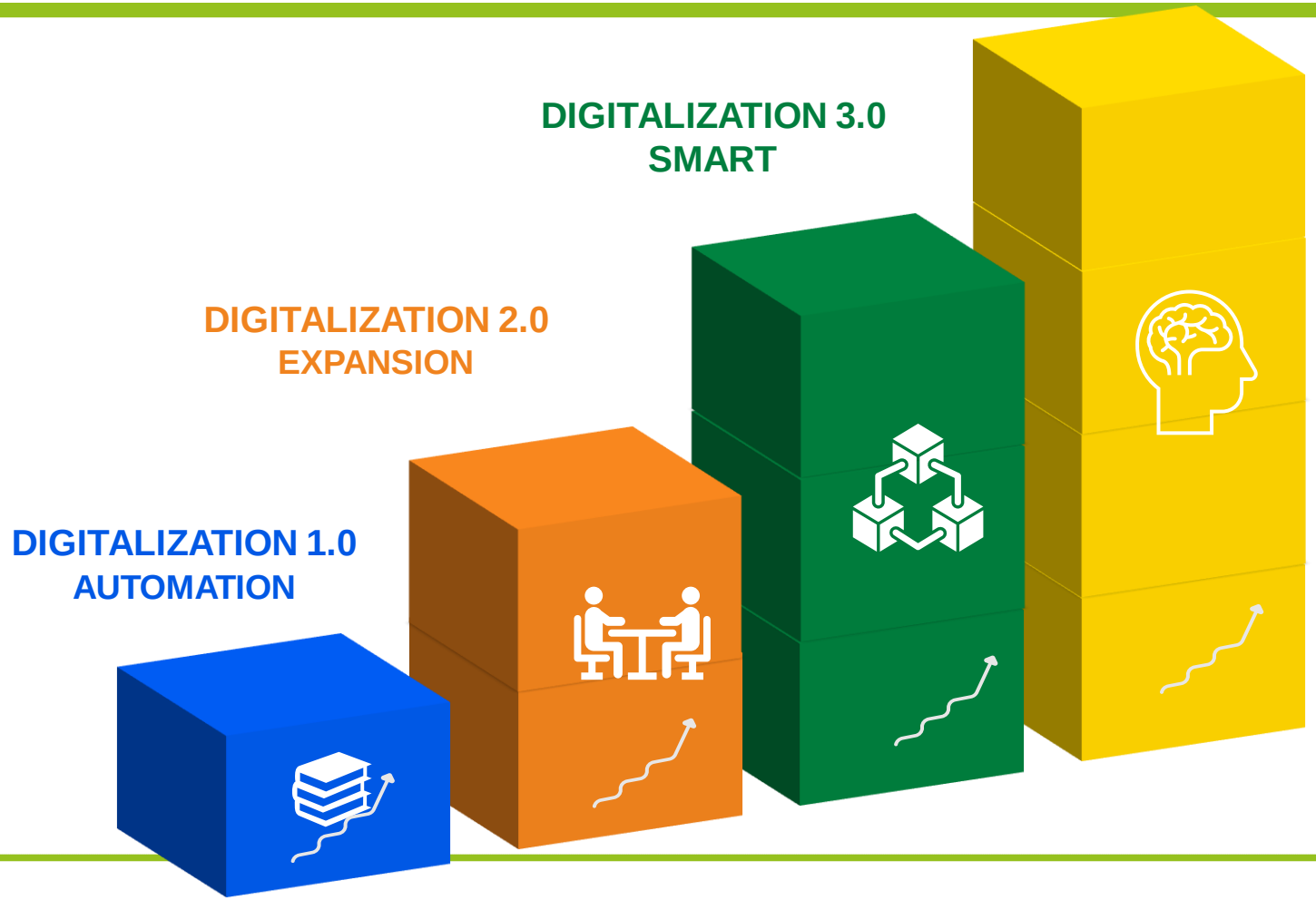
Too big, too fast

1. Over-optimistic in their expectations
2. Prioritizing technology deployment over user adoption
3. Transition between the old and the new.

Source: Didier Bonnet, **Stages of a Successful Digital Transformation**, HBR, September, 2022

Stages of Digital Transformation



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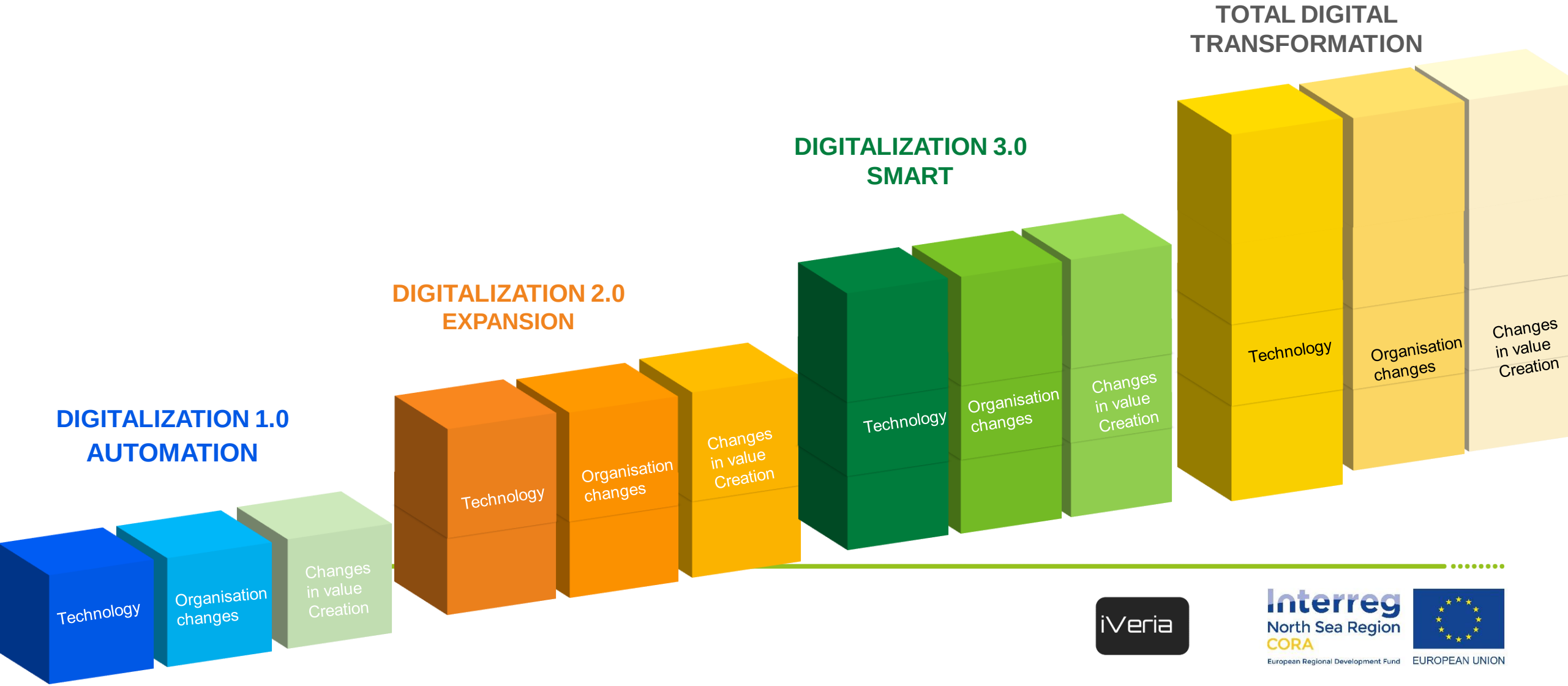
Stages of Digital Transformation

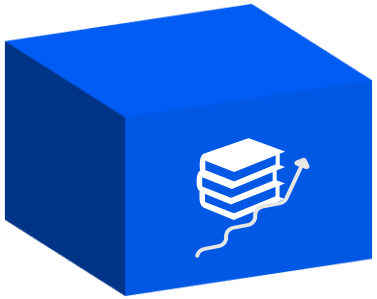


Digitalisation 1.0 - Automation

Automation refers to cases where a municipality uses digital technologies to automate or improve existing operations and processes.

Digitizing data:

- Documents, photos, maps, art objects
- Online registrations, reservations
- Electronic pay slips, holiday requests, attendance
- Automation of incoming invoices, outgoing invoices, automated approval
- …



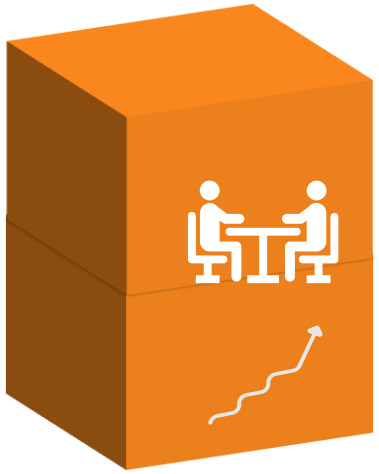
	Basic skills
Technical	Basic manipulation of digital devices, e-mail communication, internet search and online transactions
	Use of online tools such as Teams, Zoom, Slack, …
Professional	Limited culture of learning and working on personal development
	Creativity and critical thinking are not a priority
	Effort for communicating in a clear, effective and efficient way

Digitalization 2.0 – Expansion

Extension illustrates cases where a company uses digital technologies to support new ways of doing business that complement, but not replace, existing operations and processes

Digitizing procedures

- Digital exchange of information between stakeholders (internal, external)
- More than extensive digitization of products, processes and services



	Basic skills	Intermediate skills
Technical	Basic manipulation of digital devices, email communication, internet search and online transactions	Professional use of business software and data management.
	Use of online tools such as Teams, Zoom, Slack, …	Knowledge of digital marketing, DevOps
		Expertise in Cybersecurity and Data Security
Professional	Limited culture of learning and working on personal development	Attention to learning
	Creativity and critical thinking are not a priority	Skills for complex communication
	Effort for communicating in a clear, effective and efficient way	Openness to changes, both in terms of learning and taking on new, different tasks.

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Please refer to the technical requirements.
You have 9 attempts left.

Check the photo requirements.

Read more about common photo problems and how to resolve them.

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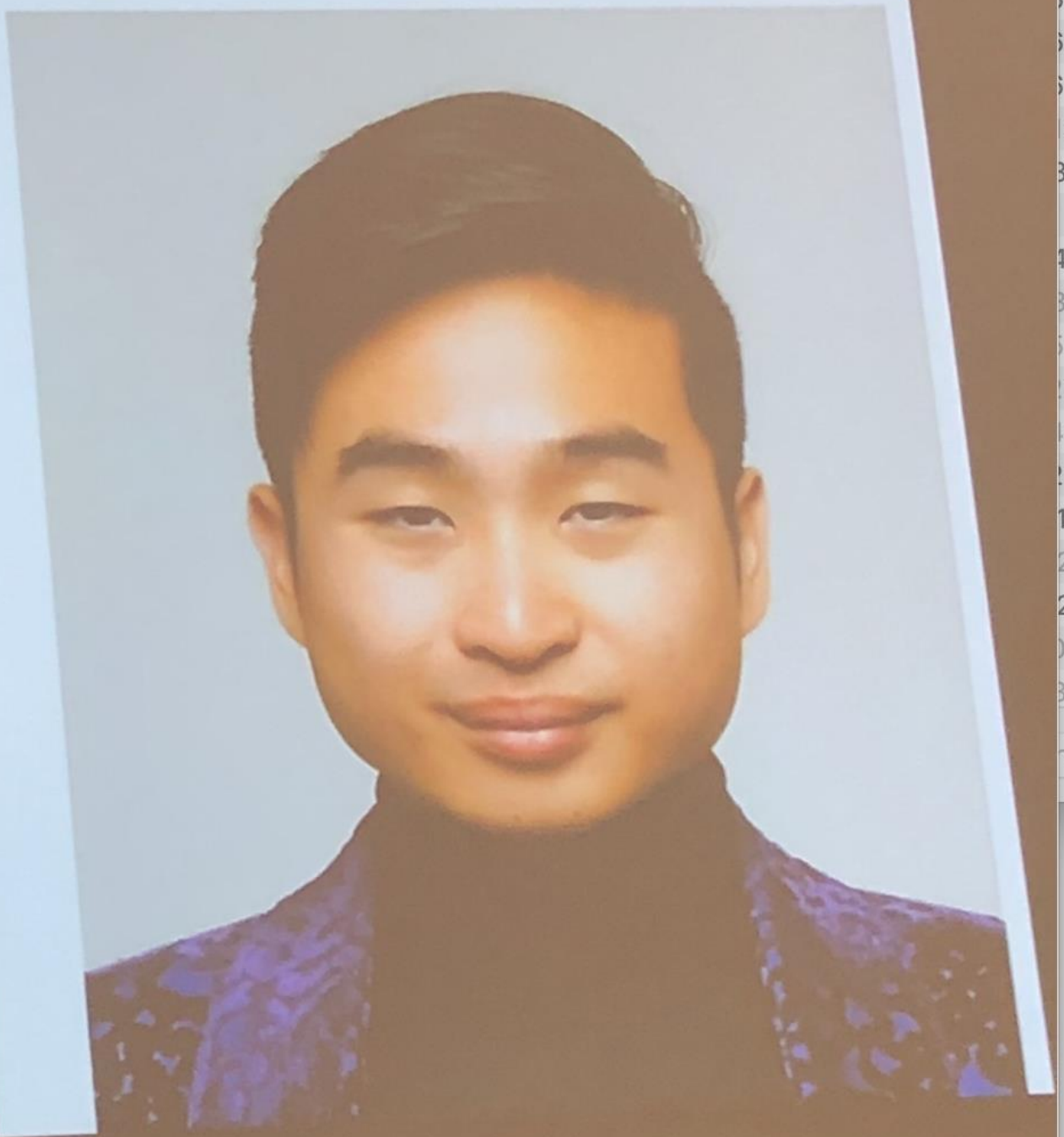
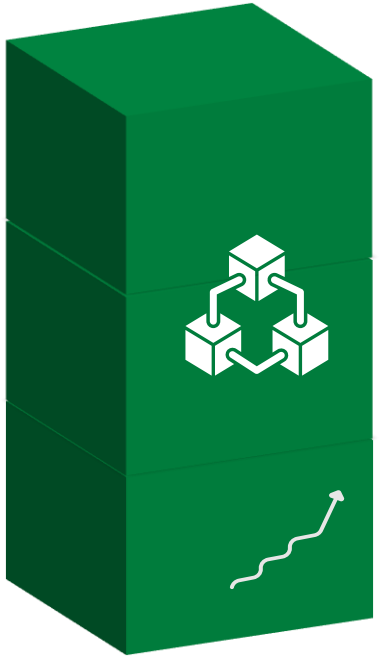


Digitalization 3.0 - Smart

Smart refers to cases where digital technologies enable new ways of service delivering that replace traditional ones

- Digitizing services with predictive, proactive and personalized products and services
- Intelligent and connected products, processes and services
- Smart products, Smart services, Smart cities



Not a Copy of analog world

	Basic skills	Intermediate skills	Advanced Skills
Technical	Basic manipulation of digital devices, email communication, internet search and online transactions	Professional use of business software and data management.	Data-analysis
	Use of online tools such as Teams, Zoom, Slack, ...	Knowledge of digital marketing, DevOps	High level software development and computer competences in the field of emerging technologies such as e.g. artificial intelligence, machine learning, blockchain, metaverse, etc.
		Expertise in Cybersecurity and Data Security	
Professional	Limited culture of learning and working on personal development	Attention to learning	Permanently learning organisation, flexible and adaptive.
	Creativity and critical thinking are not a priority	Skills for complex communication	Change management skills in leadership, employees, stakeholders. Everyone can be deployed in a versatile manner to perform various tasks.
	Effort for communicating in a clear, effective and efficient way	Openness to changes, both in terms of learning and taking on new, different tasks.	Both employees and management have high collaborative storytelling skills.

Carreers

Digital *increased* occupations	Digital *enhanced* occupations	*New and emerging* digital occupations
Impact of technology creates a changing work context, but the tasks themselves **remain** (largely) the same.	Impact of technology results in a significant change in job content. The tasks within the job and therefore also the **requirements** for the job are shifting.	Impact of technology results in the creation of a **new professional profile**, with new job content and requirements. This can be a completely new job, or arise from an existing one.

Source: The O*NET Green Skills Classification of Dierdorff et al. (2009)

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TOTAL DIGITAL TRANSFORMATION

Decentralized autonomous organization (DAO)

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DAO

Decentralised

Online, global uncensorable

Autonomous

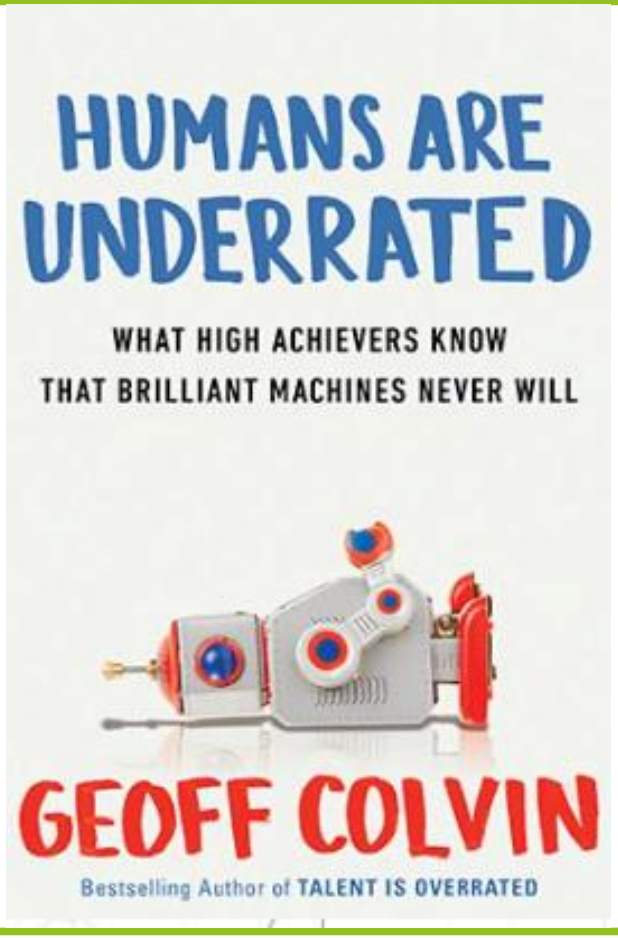
Self-governing

Organisation

Coordination and collaboration around shared objectives

Technical knowledge is the foundation, (inter)personal skills make the difference

“Being a great performer is becoming less about what we know and more about what we’re like”



Some take aways

- Gradual digital evolution – not revolution
- Leading by example - Through the behavior instead of the words.
- Fit professional and technical skills into intended digital maturity
- Focus on clear communication
- Personalize learning and personal development
- Formulate priorities and avoid trying to achieve everything at once

Humans are the problem. And the solution.

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