

A pyme  
comercio

# Digital skills, the key tools for your SMEs



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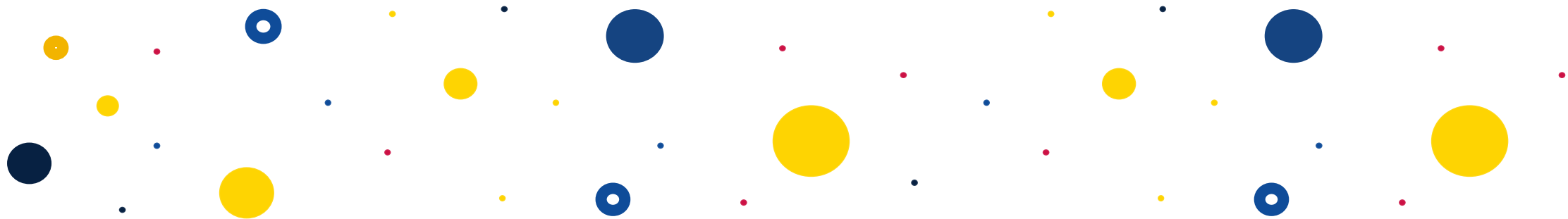
Fondo Europeo de Desarrollo Regional

"Una manera de hacer Europa"

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# Introduction

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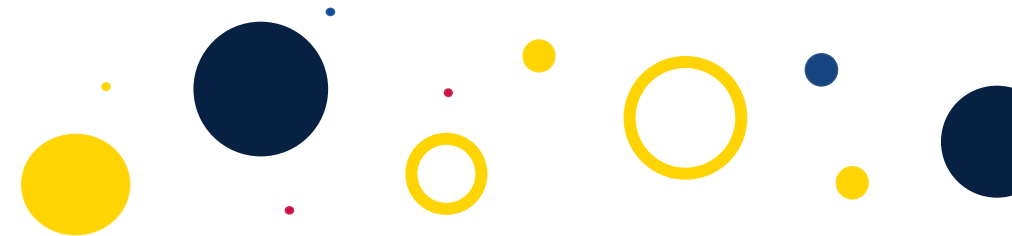
**Digital transformation is a reality and digital skills are becoming a basic and necessary tool** to strengthen the business fabric through professionals with talent and skills suited to the new demands of the labour market.

According to the Digital Economy and Society Index (**DESI**) Report 2022,

- Almost **half of the Spanish population** lacks basic digital skills.
- Spain ranks **11th in relation to the integration** of digital technologies by enterprises.

**“56% of European SMEs struggle to find tech talent and, therefore, lack sufficient digital skills.**

RAND Europe study for Salesforce



# Digital competence and maturity

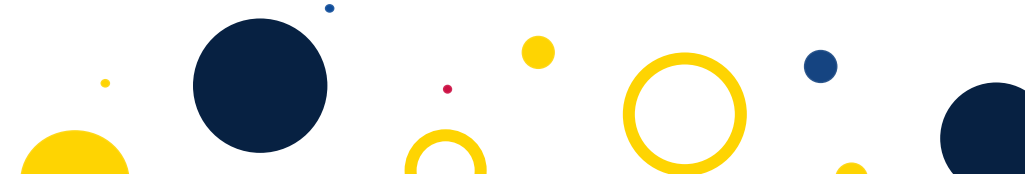
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When it comes to **digital competence** and the **attitudes** and **values** required for the **acquisition** of it, there are several **requirements** to be met, including the following:

## › Knowledge related to:

- Basic textual, numeric, icon, visual, graphic and sound language
- Knowledge of the main computer applications
- Processing and use for communication
- Content creation
- Ability of making regular use of available technological resources

## › Attitudes and values required for the acquisition of digital competence:

- Active, critical and realistic attitude
  - Participation
  - Collaborative work
  - Motivation
  - Curiosity
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# Digital competence and maturity

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› Some of the transformative technologies that will help organisations create new business models based on their use:

**1. Mobile**

**2. Social Media**

**3. Collaboration Tools**

**4. Data Analytics**

**5. Cloud**

**6. Big Data**

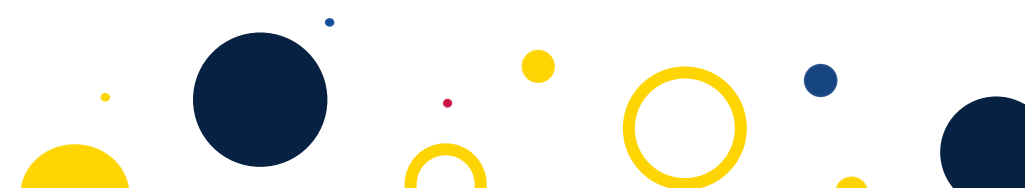
**7. Cybersecurity**

**8. Internet of things (IoT)**

**9. Artificial Intelligence (AI)**

**10. Virtual Reality (VR) and Augmented Reality (AR)**

**11. Additive manufacturing (3D)**



# Digital competence and maturity

## Digcomp 2.2. Digital skills for citizenship

► In order for companies to reach an optimal level of digital maturity, it is not enough to simply incorporate technologies, but employees need to know how to make good use of them, which is why the acquisition of digital skills is essential. The European e-skills framework for citizenship is presented below:



# Digital competence and maturity

## Why are digital skills important for SMEs?

Digital skills in SMEs are fundamental to continue to **grow and evolve** their business. Especially at the beginning, task automation allows companies to allocate their resources to higher value tasks, saving costs and time.



### DIMENSIONS OF COMPETENCE



**Knowledge**



**Skill**



**Use**



**Attitude**

### EXAMPLES OF OBSERVABLE BEHAVIOUR

*"I know that there are tools to perform my tasks in an agile way"*

*"I am able to create a slideshow presentation"*

*"I use mailing lists to keep colleagues or managers informed"*

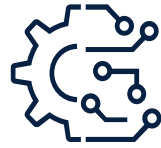
*"I believe that digital tools can be very useful for everyday work"*

# An SME model and its benefits

> Digital skills and their **benefits** can be specifically grounded by considering a **global approach towards SMEs**:



**DIGITAL OVERVIEW**



**DIGITAL INNOVATION**



**DIGITAL COMMUNICATION**



**CYBERSECURITY**



**LEARNING CAPACITY**



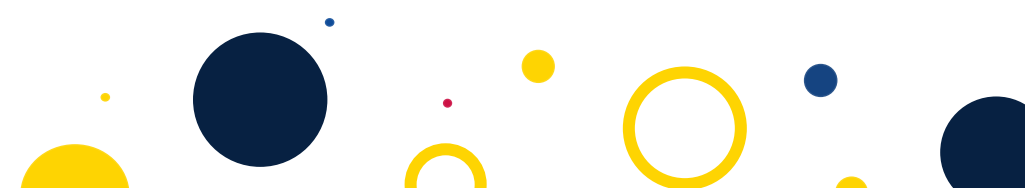
**DIGITAL LEADERSHIP**



**NETWORK COLLABORATION**



**INFORMATION MANAGEMENT**





# How to measure the digital skills of your employees and the digital maturity of your SME?

› To measure competences, two different types of tests should be carried out to ensure the reliability of the assessment results.

## Self-assessment (SELF ASSESSMENT)

Questionnaire based on a Likert scale that collects the employee's own vision of their positioning in the levels of each digital competence of the conceptual framework defined by the SME itself.

## Digital competences evaluation

Questionnaire with different types of theoretical questions and practical exercises (scenario mode) of situations involving the use of digital tools. It situates the employee in his/her current level of digital competence of the competence framework established in the SME.

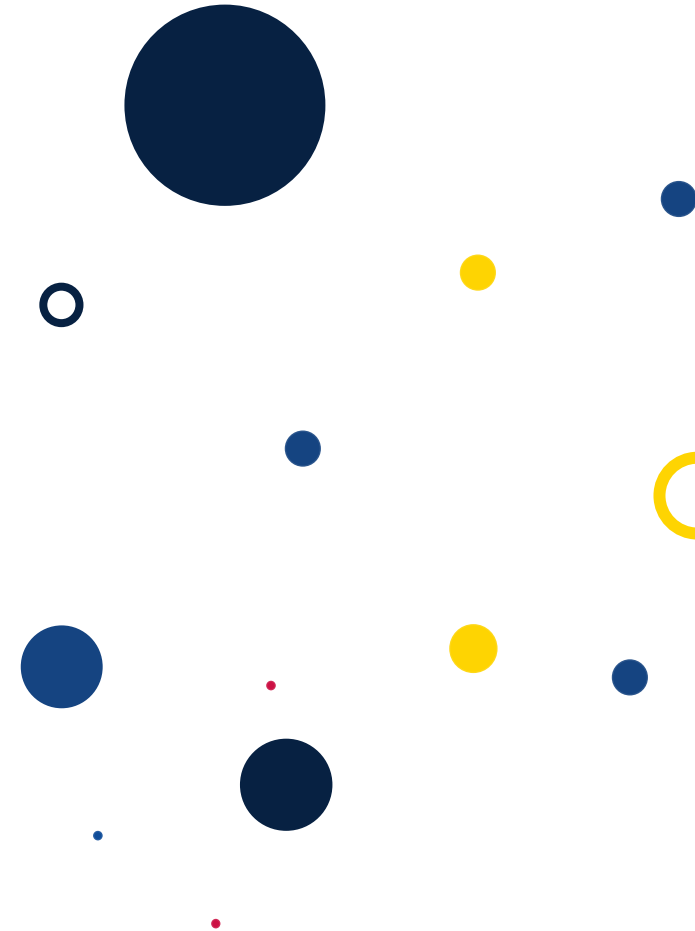
### Why gamify the self-testing application?

- › By adding that layer of gamification, we can get users to perform a task for the pleasure of doing it, with the added value of achieving personal satisfaction at the end of the process.
- › This ultimately translates into an increase in the quality of the data collected and in the satisfaction of the people who participate

# Conclusions

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- Many organisations are developing the digital skills of their employees **through the use of transformative technologies** such as social media, collaboration tools, the cloud, cybersecurity, IoT, Artificial Intelligence, etc.
- Specifically, for SMEs, the development of digital skills brings various benefits such as **increased responsiveness** of the SME to changes in market demand; **greater digital efficiency and productivity** thanks to the ability of digital communication; or **better total control** over what happens with data and processing them in an integrated way thanks to cybersecurity competence.
- It is essential to know the degree of **digital skills** of all the employees that make up an SME, for which there are different **digital skills (self-)assessment tools**.





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