



ONLINE

PROJECT MANAGEMENT

# PROFESSIONAL DIGITAL SKILLS

A GUIDE TO DIGITAL WORK FOUNDATIONS

28 OCTOBER – 29 NOVEMBER 2024

🕒 5 WEEKS, 7.5 HRS/WEEK

*Information Note*

# INTRODUCTION TO THE COURSE

Over the past three decades, the digital economy has profoundly reshaped the world of work. From the widespread adoption of personal computers and the Internet to the emergence of social media, smartphones, cloud computing and flexible working arrangements, digitalisation has revolutionised the way knowledge workers and managers engage with the workplace.

This era of digital transformation has connected the globe, creating new markets driven by the demand for attention and data. Platform-based gig economies, powered by sophisticated artificial intelligence algorithms, enable knowledge workers around the world to connect and transcend physical boundaries and borders, but also expose them to new realities and risks. They are members of remote project teams across time zones, countries and national regulatory frameworks; they use vast data repositories, knowledge networks and social media, but are increasingly exposed to privacy, reputational and cyber risks; they adapt to dynamic employment models, but are also at risk of falling within the blurred boundaries that blur the distinctions between employee, employer, freelancer and client. They are often early adopters of new technologies, such as artificial intelligence (AI). However, they may not fully appreciate the potential medium-term impact of these technologies on their own careers. While flexible working arrangements offer significant benefits, they also expose knowledge workers to the potential for overwork as the boundaries of the office extend to ubiquitous accessibility, regardless of time or place.

This online training programme is designed not just to recount this evolution, but to equip 21<sup>st</sup> century knowledge workers and managers with the core skills needed to succeed in a digital-first work environment. In today's digitally transformed workplace, skills in remote project management, data analytics, digital marketing, online presence, knowledge management and AI are essential, along with soft skills such as self-discipline, focus, time management, effective communication, resilience and adaptability. A modern knowledge worker and manager must also embrace the ethos of lifelong learning and be adept at harnessing the latest developments to maintain a competitive edge in a dynamically evolving job market.

This training programme is essential for anyone wishing to improve their digital skills. It is designed to update learners' practical knowledge, skills and attitudes needed to effectively navigate the complexities of today's digital working environment. It provides a comprehensive overview of the essential digital skills required for today's knowledge workers and managers, ensuring they are well prepared to meet the demands of their roles.

## KEY FEATURES

### LATEST TRENDS

Reinterpret the meaning of digital transformation: revolutionary tools, their benefits and risks.

### PRACTICAL APPROACH

Get hands on: focus on your specific context and the implications of digitization.

### INNOVATION

Do it differently: active learning methods, digital engagement tools, gamified approaches, creative thinking.

### PARTICIPATION

Take an active role: experience different digital tools with your coaches and peers.

## WHO ATTENDS THIS COURSE?

The course has a broad focus and attracts professionals from a wide range of sectors who want to develop their skills and thrive in digital working environments. Participants include knowledge workers and managers, particularly in the service sector; development cooperation practitioners; remote project and programme managers; and members of remote teams and digital nomads. The course also targets professionals focused on leveraging digital transformation for organisational development, emerging leaders and those in roles involving data monitoring and analysis.

## WHAT TOPICS DOES THIS COURSE COVER?

The course is structured using a modular approach and covers the following topics:

- **Module 1** – Foundations of Digital Transformation
- **Module 2** – Remote Work, Collaboration, and Digital Workspaces
- **Module 3** – Digital Presence: Marketing, Security and Ethics
- **Module 4** – Data Analytics and Knowledge Management
- **Module 5** – Thriving in the Era of AI and Rapid Technological Change

## WHAT WILL I LEARN?

Through this course, participants gain a 360-degree set of digital skills essential for thriving in today's rapidly evolving work environment.

- **Fundamentals of Digital Transformation:** Participants will understand the critical shifts in the digital economy and gain foundational skills to thrive in a digital-first workplace. This includes understanding the fundamentals of digital content creation and sharing, as well as the principles of attention economics and deep work for improved focus and productivity.
- **Remote working, collaboration and digital workspaces:** Participants will acquire a toolkit of strategies and techniques essential for effective remote working, including remote project management methods and the use of digital collaboration tools. Participants will learn how to lead and work effectively in digital and remote teams.
- **Digital Presence: Marketing, Security and Ethics:** Participants will learn strategies for maintaining a secure and ethical digital presence, engage in digital marketing, manage the costs and benefits of social media, and understand the basics of cybersecurity. Participants will familiarize with ethical considerations such as digital rights, data privacy and digital identity management.
- **Data Analysis and Knowledge Management:** This module will introduce techniques for managing and analysing data, facilitating knowledge management and making evidence-based decisions. Participants will have access to data visualisation tools and gain essential skills for effective knowledge sharing in teams.
- **Thriving in an era of AI and rapid technological change:** Participants will learn about the latest developments in AI and other emerging technologies and how they impact their day-to-day work. They will gain insights into continuous learning techniques, integrating AI tools into their workflows, and adapting to technological innovation on an ongoing basis.

## DELIVERY MODALITY

This course is designed to provide comprehensive support throughout the learning journey. It comprises five flexible, self-paced modules, supplemented by knowledge assessments, weekly reflective individual assignments, engaging case studies and a dynamic discussion online and live to encourage collaboration and peer-learning. Participants should allow approximately 7.5 hours per week to fully engage with the learning material.

In addition, ITCILO experts provide personalised online feedback on the participants' learning journey. A weekly synchronous virtual class of approximately 90 minutes is also organised. This harmonious combination of synchronous and asynchronous learning, self-directed and tutor-assisted learning, interactive exercises and individual coaching provides participants with tangible digital skills and a rich representation of the digital working environment taught in the course itself.

# PRICE

Euro 650

# LINK FOR APPLICATION

<https://oarf2.itcilo.org/DST/A9717728/en>

# INFO

**FOR FURTHER INFORMATION  
PLEASE CONTACT**

**International Training Centre of the ILO**  
Organizational Development and Project  
Services Programme (ODPS)  
Viale Maestri del Lavoro, 10  
10127 Turin – Italy

odps@itcilo.org  
www.itcilo.org

**COURSE CODE: A9717728**