DIGITAL LITERACY FOR ENTREPRENEURS

Participant Workbook

Youth Employment Services - YES

Digital Literacy for Entrepreneurs

Overview and Purpose

This workshop draws attention to foundational digital literacy skills that participants need to have in order to complete basic functions when running their businesses. This includes creating administrative documents in Word, budgeting and revenue tracking spreadsheets in Excel, and presentations in PowerPoint. Digital literacy courses from Accenture Skills to Succeed, focusing on one or more of these applications, are selected by the instructor based upon the needs of the participants. Alternatively, participants can select the application(s) they want to learn and practice.

Time

The workshop time will vary based upon the amount of modules participants choose to complete. All timings provided in the Facilitator's Guide are approximate. Note that the slideshow which will prepare participants for independent work on the Skills to Succeed platform will take about 30 to 40 minutes to complete.

Participants may want to complete the required modules independently over the course of a few days as this could take up to 14 hours to fully complete. Although the Word, Excel and PowerPoint modules have been listed as 'required', participants can choose to bypass those in which they feel they already possess intermediate working knowledge of. It is recommended that the facilitator provide participants with additional independent work time to complete the required modules.

Learning Outcomes

At the end of this workshop you will be able to:

1. Navigate the basic functions of Microsoft Word, Excel and/or PowerPoint.
2. Create simple administrative documents in Microsoft Word.
3. Create a simple spreadsheet in Microsoft Excel, which includes addition, subtraction, division and multiplication.
4. Create a simple ten-slide presentation in Microsoft PowerPoint.

Leading Questions

As you complete this workshop, you will think about and answer the following questions:

1. What is digital literacy?

2. What skills are part of digital literacy?
3. What digital literacy skills do you need for the specific business you want to start?
4. What digital literacy skill gaps do you have?

Workshop Agenda

Introductions and Workshop Overview

1. Understanding Digital Literacy
2. What is Accenture Skills to Succeed?
3. Courses Available on the Skills to Succeed Platform
4. Required Courses
5. How to Register
6. Things to Note
7. Wrap Up

Materials Needed

1. White board/Screen/
   Internet connectivity
2. Computer access and connectivity for each participant.
3. Skills to Succeed access for each participant.

Formative Assessment

Concept tasks in the Skills to Succeed modules

1. Understanding Digital Literacy

What is your definition of an *digital literacy*?

The dictionary defines *digital literacy* as:

An umbrella term for "the knowledge necessary to take advantage of the digital age. People who are digital literate use all the technological advances of the 21st century to improve their education, **finances**, social life and **careers**." *YourDictionary*

Competencies for digital literacy can be classified according to three main principles: *Use, Understand* and *Create*. *Media Smarts*

Use represents the ability to navigate and utilize the computer and internet applications. This can include utilizing e-mail, search engines and word processing, spreadsheets, accounting software and more.

Understand represents the ability to analyze, grasp and assess how technology can affect one's behaviors and perceptions of the world around us

Create represents the ability to produce content while utilizing computer applications and media tools. This includes but is not limited to Word documents, spreadsheets, videos, blogs, graphs, invoices and more.

What digital literacy skills do you need for the specific business you want to start?

What digital literacy skills gaps do you have?

2. What is Accenture Skills to Succeed?

Skills to Succeed is an online employability and entrepreneurship skills training platform powered by Accenture. Skills to Succeed provides users with access to over 100 courses and resources to enhance entrepreneurship and employability skills, such as digital literacy.

3. Courses Available on the Skills to Succeed Platform

In addition to providing digital literacy modules, Skills to Succeed offers many more courses and resources that could benefit an entrepreneur. Here are some of the categories that are available on the platform:

Foundational Skills
- Reading, Math and Critical Thinking
- Financial Literacy
- Typing
- Technology and Digital Literacy
- Digital Literacy Enhanced*

Career Planning and Job Search
- In-person Networking
- Online Networking
- Interviewing

Professional Skills
- Adaptability
- Communication
- Customer service
- Problem solving
- Professionalism and Work Ethic
- Self-awareness and Self-direction
- Teamwork and Collaboration
- Time Management

4. Required Courses

There are many programs, applications and software that can be beneficial for an entrepreneur. This workshops focuses on the **foundational digital literacy skills** that participants need to have in order to complete basic functions when running their businesses.

This includes creating administrative documents in **Word**, budgeting and revenue tracking spreadsheets in **Excel**, and presentations in **PowerPoint**. Alternatively, you can pick the applications you want to learn/ practice.

Select '**Digital Literacy Enhanced**' under the '**Foundational Skills**' category and complete the following:

1. Microsoft Word
2. Microsoft Excel
3. Microsoft PowerPoint

5. How to Register for Skills to Succeed

Note: *You must enable Cookies, JavaScript and Pop Ups for Skills to Succeed to work properly*

Registered YES clients:

1. Visit http://www.yes.on.ca/online-workshops/
2. Click on the green icon that says 'To access the Skills to Succeed online portal: **YES Online Training** *click here'*
3. Enter your information and be sure to select your program from the organization drop down menu (*ex. YES/Youth Job Connection*)

All Others:

1. Visit http://www.yes.on.ca/online-workshops/
2. Click on the green icon that says 'For youth outside the Toronto Region, click the online training below: **YES Online Training** *click here'*
3. Enter your information and select the organization you are working with under the organization drop-down menu (it will be listed as '*YES/organization name'*)
4. If your organization is not listed, select *YES/YES Entrepreneurship Training* from the organization drop-down menu.

6. Things to Note

- Each module will tell you approximately how long it will take to complete in the course description.

- You can save your progress and pick up where you left off.

- Each course has an assessment at the end.

- Confirmation of completed courses can be found by clicking the big orange 'my certificate' icon on the home page.

10. Wrap-Up

10. 1 Feel free to browse the platform and select/ complete the resources and courses of your choice.

Additional recommended courses for entrepreneurs include:

- *Customer Service Excellence*
- *Business Communication Tools*
- *Introduction to Business Meetings*
- *Presentations*
- *Professional Behaviours*

10.2 Ask any final questions.