

DIGITAL LITERACY FOR ENTREPRENEURS

Facilitator's Guide



Youth Employment Services - YES

www.yes.on.ca

Digital Literacy for Entrepreneurs: Workshop At-A-Glance

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 modules 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 participants 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 participants complete this workshop, they will think about and answer the following questions:

1. What is digital literacy?
2. What skills are a 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 Skills to Succeed?
3. Required Modules
4. How to Register
5. Things to Note
6. Review and 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

Detailed Workshop Plan

Slide
1



Timing: Display as the participants come in.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: None.

Slide
2



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Introduce yourself as the instructor. Have each participant briefly state their name. Have each participant put a name card in front of them for your reference.

Slide
3



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Review all of the housekeeping details indicated on the slide. For cell phone use, indicate that if they are expecting an urgent call, their phone should be on vibrate. Otherwise indicate it should be on silent. They should not respond to texts or emails during the workshop.

Slide
4



Workshop Materials



Participant Workbook



Digital device



8/9/2018 4

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: One Participant Workbook per participant.

Procedures and Notes: Direct participants to their Participant Workbooks. Have them put their names on them. Indicate that this is their record of the key information in the workshop and ideas they generate during the workshop. Indicate that there are several activities in which they may choose to use their cell phone/device.

Slide
5

Rules of Engagement

- This workshop is for you.
- Ask your questions.
- Make your comments.
- One person speaking at a time.
- Communicate respectfully even when you disagree.
- Have some fun along the way.

8/9/2018 5

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: None.

Procedures and Notes: Review your expectations for the participants. Indicate that your role is to guide them through the material and facilitate discussion.

Slide
6

Learning Outcomes

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

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

8/9/2018 6

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 2.

Procedures and Notes: Review the learning outcomes of the workshop, stressing the practical knowledge and abilities that participants will walk away with.

Slide
7



1. Understanding Digital Literacy
2. What is Skills to Succeed?
3. Required Modules
4. How to Register
5. Things to Note
6. Review and Wrap-Up

yes

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 3.

Procedures and Notes: Review the agenda for the course.

Slide
8



Understanding Digital Literacy

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 skills do you have?

yes


Timing: 5 minutes.

Interaction Pattern: Small groups, whole class.

Materials Needed: Page 4.

Procedures and Notes: To introduce the topic of digital literacy for entrepreneurs, direct the participants work in small groups to discuss the four questions on the slide. Monitor their discussion and ask them to write their answers in page 4 of their workbook. Wrap up the activity by inviting some of the groups to share their answers.

Slide
9



Understanding 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
- Create

yes

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 4.

Procedures and Notes: Using the information on the slide as a guide, review the dictionary definition of digital literacy.

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.

Slide 10

What is Skills to Succeed?

- Online platform powered by Accenture
- By the end of 2020, Accenture plans to equip more than 3 million people with the skills to get a job or build a business through our Skills to Succeed initiative
- Over 100 courses and resources



yes

Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 5.

Procedures and Notes: Review the information on the slide.

Slide 11

What is Available

Foundational Skills See courses >>	Career Planning and Job Search See courses >>	Professional Skills See courses >>	Job Tracks See courses >>	Instructor Skills and Resources See courses >>
--	---	--	-------------------------------------	--

- Financial Literacy
- Digital Literacy
 - Excel
 - Outlook
 - Power Point
- Career planning
- Applying/Job Search
- Resume and cover letter
- Networking
- Using social media professionally
- Interviews
- Communicating professionally
- Diversity and cultural awareness
- Problem solving
- Work ethic
- Self awareness
- Teamwork
- Time Management
- Customer Service
- Entrepreneurship
- Software Engineering
- IT Customer Support
- Retail industry fundamentals

yes

Timing: 5 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 5.

Procedures and Notes: Review each of the 4 categories offered on Skills to Succeed. Each category is not limited to the topics listed, but rather serves as an example of the over 100 courses and resources offered on the platform. Take this time to highlight that all courses and resources are available for participants to review, however this course will focus on the Digital Literacy modules listed under the Foundational Skills category.

Note that participants will not have access to the Instructor Skills and Resources category.

Slide 12

Timing: 5 minutes.

Interaction Pattern: Whole class.

Materials Needed: Pages 5 and 6.

Procedures and Notes: Tell the class that although there are many programs, applications and software that can be beneficial for an entrepreneur, this course focuses on the foundational digital literacy skills that participants need to have in order to complete basic functions while running their business.

This includes creating administrative documents in Word, budget and revenue tracking in Excel and presentations in PowerPoint. Alternatively, participants can pick the applications they want to learn/practice. Note that in order to bypass a required module, participants should feel they have intermediate working knowledge of that application.

Slide 13

Timing: 10 minutes.

Interaction Pattern: Whole Class.

Materials Needed: Page 5.

Procedures and Notes: Open the registration link listed at the top of the slide and walk participants through the registration process outlined. If participants have access to a digital device it is recommended that they complete the registration process at this time.

If participants do not have access to a digital device at this time, you can let them know that the registration process is outlined on page 5 of their participant workbook.

Slide 14

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 module has an assessment at the end
- Confirmation of completed courses can be found by clicking the 'my certificate' icon on the home page:



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 6.

Procedures and Notes: Review the slide as a class.

Slide 15

Wrap-Up

Feel free to browse the platform and select/ complete the resources and modules of your choice

Recommended Modules Include:

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



Timing: 2 minutes.

Interaction Pattern: Whole class.

Materials Needed: Page 7.

Procedures and Notes: Tell the class that it is recommended that they browse the Skills to Succeed platform on their own time. Upon registration, participants will have access to all courses on the platform at any time.

Although the digital literacy modules may currently take up most of their time, this slide outlines courses that would be beneficial for entrepreneurs to review in the future.