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Digital Skills for Entrepreneurs

Topic 15
Digital Transformation Roadmap
(Evidence of Digital Literacy)

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15	**Digital Transformation Roadmap (Evidence of Digital Literacy) 2 sessions**

Digital transformation is a strategic initiative that incorporates digital technology across all areas of an MSME. It evaluates and modernizes processes, products, operations and technology stack to enable continual, rapid, customer-driven innovation. This evidence of digital literacy boosts customer loyalty, attracts talent, enhances competitiveness, and builds business value. The roadmap goes beyond simply purchasing new digital equipment or establishing a new ICT unit within the MSME. It means many things to every digital entrepreneur. It may be a new way of doing business. Scale up the operation. Achieve a growth vision. Out-competing the competition. The roadmap will outline the steps that will make the digital transformation real and applied in the MSME context.

Topic: 15. Digital Transformation Roadmap (Evidence of Digital Literacy) 2 sessions

Learning Objectives

On workshop completion, the trainers and mentors will enable or assist the participants to:

1. Understand the importance of digital evidence in the context of entrepreneurs in Nigeria.
2. Learn how to create and use digital evidence for their respective MSMEs.
3. Explore practical strategies and tools for generating and managing digital evidence.
4. To receive mentoring and guidance on individual or group projects related to digital evidence creation.

1. Digital Transformation for MSMEs in Nigeria

Video 1: 5 Most important Elements of Digital transformation

Digital transformation is a strategic initiative that incorporates digital technology across all areas of an organization. It evaluates and modernizes an organization's processes, products, operations and technology stack to enable continual, rapid, customer-driven innovation. It removes "pain" points and aligns the various units into one goal. It boosts customer loyalty, attracts talent, enhances competitiveness, and builds business value.

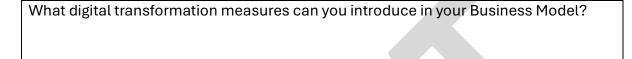Digital transformation goes beyond simply purchasing new equipment or establishing a new ICT unit within the MSME. It may even be partial or all digital initiative. It means many things to every digital entrepreneur. It may be a new way of doing business. Scale up the operation. Achieve a growth vision. Out-competing the competition.

Above all, it is about change. A minor change in one area can lead to numerous intended and unintended consequences, both in the short and long term. Therefore, it is crucial for everyone (employees, customers, partners, stakeholders) involved to be on board and resilient. Implementing change requires careful consideration, thorough planning, clear communication with all stakeholders, effective project execution, shift or pivot when necessary, and the ability to adapt.

2. Some Transformation Examples

Among MSMEs in Nigeria, digital transformation areas include: (a) business and operating models, (b) processes, (c) products, (d) employee experience, and (e) customer experience.

Business Model Transformation. MSMEs might change business models to meet customer expectations, boost sales, or stand out in a competitive market. They might disrupt the market or respond to competitors. Some examples are: (a) use of point of delivery services, (b) inventory-less and just-in-time supply chains, (c) rent, not own arrangements, (d) e-Commerce.

What digital transformation measures can you introduce in your Business Model?

Processes. Process optimization is an increasingly common digital transformation driver. It lower costs, reduce waste (time, effort and materials), make better use of human capital, and help all stakeholders make smarter decisions faster. Some examples are: (a) consolidating isolated or redundant workflows, (b) creating intelligent workflows by using AI, (c) replacing (or outsourcing) manual tasks with automation (d) digitization measures (Kudi POS, QR readers, drones, scanners, printers, CCTV).

What digital transformation measures can you introduce in your business processes?

Products. MSMEs can complement digital innovation into how their products are developed, produced and delivered. MSMEs can also add value and competitive differentiation by offering technology alongside their existing services. For example (a) order tracker apps offered by shipping and pizza vendors, (b) reusable packaging (some even bring your own package), (c) e-payments.

What digital transformation measures can you introduce in your products and services?

Employee Experience. Enhancing employee experience helps with talent recruitment, morale, productivity, and retention. It also impacts customer experience and business performance. Happy people creates happy customers. Examples include: (a) innovating internal systems (e.g., onboarding, benefits portals), (b) providing messaging and collaboration tools, (c) supporting remote work effectively, (d) enabling secure access to corporate resources via BYOD policies.

> What digital transformation measures can you introduce to enhance your employee experience?

Customer Experience. Customer experience (CX) shapes all interactions with the MSME. Improving CX requires constant digital innovation. Customers expect seamless, 24/7 digital interactions across all devices. To meet their expectations involves: (a) offering multi-channel engagement options, (b) providing 24/7 customer service via chatbots, (c) delivering personalized content during transactions.
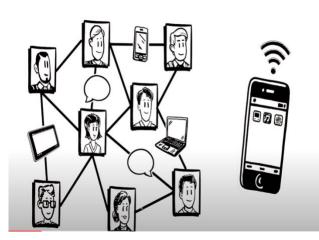
> What digital transformation measures can you introduce to enrich the CX of your MSME?

3. Benefits of Digital Transformation

In addition to being plant-friendly (paperless, prevent deforestation, 24/7 access, generally greener, negligible installation maintenance costs and sustainable), digital transformation offers the following benefits to MSME users:

(a) Improved Customer Satisfaction and Loyalty. Enhance CX through multi-device, multi-channel engagement, and 24/7 service.
(b) Rapid Innovation. Use hybrid multi-cloud infrastructure and agile practices to integrate new technologies quickly.
(c) Greater Resilience. Flexibility enables quick responses to market changes and competitive threats.
(d) Efficient Operations. Streamline workflows and processes with automation and AI.
(e) Engaged Workforce. Boost engagement by providing the latest tools and fostering a culture of innovation.
(f) Stronger Cybersecurity. Update security measures to better detect and respond to threats.
(g) New Revenue Streams. Use technology to create new revenue opportunities and enhance customer purchase options.

4. The Digital Transformation Roadmap

Video 2:Digital Transformation - The Business World of Tomorrow

The Roadmap is DSE's learning evidence workshop. It aims to empower the participants with the knowledge, skills, and resources needed to create and use digital evidence effectively. Through a combination of presentations, discussions, hands-on activities, mentoring sessions, and project management support, participants will gain practical insights and guidance for leveraging digital technologies to enhance their MSMEs. At the workshops end, the participants will: (a) understand the need for digital evidence in establishing credibility, attracting customers, and improving business performance and (b) identify the tools to showcase (demo) their digital learning evidence.

Base on their concerns and growth visions, participants will create digital projects. With their Mentor's guidance, they can choose their own digital projects for their MSMEs. It will be desirable if the projects align with the DEC topics. Some examples are:

> 1. Creating Online Presence: Exploring various platforms (e.g., websites, social media, online marketplaces) for establishing an online presence and showcasing products or services.
> 2. Setting Up e-Bank Accounts: Guidance on the process of opening e-Bank accounts for managing business finances digitally and facilitating online transactions.
> 3. Digitization: Strategies for generating digital records such as invoices, receipts, and financial statements to track business activities and financial transactions.
> 4. Data Security and Privacy: Best practices for ensuring the security and privacy of digital evidence, including data encryption, password protection, and secure online transactions.
> 5. And so many others.

5. Project Management and Implementation

Planning and managing the digital transformation roadmap is a critical topic for DEC. Participants need a clear understanding of the changes being made and the processes involved. Success relies on confidentiality, trust, communication, and collaboration.[1]

> 1. Selection: Mentors will brief the participants on the project management and implementation of the roadmap. Participants select and describe their projects.

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[1] See: Ionology Digital Transformation Framework

2. Planning: Participants must submit their plans complete with the activities, materials, mentoring agenda and calendar, testing procedures, expected results and partnerships.

3. Development: Participants will work independently or in groups to develop their chosen digital projects. They will have access to their own talents, resources, tools, and Mentor's support as planned. Both the participants and Mentors must collect pictures, videos, marketing objects and others as evidences of the "before" and "after" transformation situations.

4. Review: Participants will periodically review their progress with their Mentors to ensure alignment with learning objectives and address any challenges encountered during the development process.

5. Peer Feedback: Other participants will provide constructive feedback to their peers' digital projects, focusing on strengths, areas for improvement, and alignment with the learning objectives.

6. Implementation: Participants will implement their digital projects in their respective MSMEs with virtual mentoring supports.

7. Final Demo: At the end of the course, participants will present using multimedia their completed digital projects to the class.

6. Tools and Cases

Trainers can demonstrate simple digital project management tools like: Trello, Asana, Monday.com.

Video 3:Young CEO : Jumoke Dada - Founder of Taeillo

Digital Transformation of Tradtional MSME: The Case of Young CEO, Jumoke Dada.

Jumoke Dada is the founder of Taeillo, the Nigerian brand making premium African furniture. On this episode she talks about her journey as an Architect turned entrepreneur, the challenges she has faced on the way, and her projections for the future.

S/N	Digital Tool	Brief Description	Nature of Subscription Cost
1	**Project Management Platforms**		
	Asana	Asana is a project management platform that helps teams organize tasks, collaborate effectively, and track progress toward goals	• Free Plan (Up to 10 users). • Premium Plan $13.49/month. (Up to 30 users).

			• Business Plan $30.49/month (Up to 300 Users)
	Trello	Trello is a popular visual project management tool that utilizes boards, lists, and cards to organize tasks, collaborate with teams, and track progress.	• Free Plan (Unlimited). • Premium Plan $5/month. (Up to 250 team members). • Business Plan $10/month (Unlimited)
	Monday.com	Monday.com is a work operating system (Work OS) that helps teams manage projects, workflows, and communication in a centralized and visually appealing way	• Free Plan – Limited features. • Premium Plan (Up to 250 team members). • Business Plan (Unlimited) • Monday.com requires contacting their sales team for a custom quote based on your specific needs (number of users, desired features, etc.)

Optional Videos

Digital Transformation of Non-Tech MSMEs and Non-Profits in Nigeria.

Digital Transformation - The Business World of Tomorrow

Young CEO : Jumoke Dada - Founder of Taeillo

5 Most Important Elements of Digital Transformation (most likely)

Also see: https://www.ionology.com/digital-transformation-framework/