

THE CHALLENGE

DIGITAL SKILLS TRAINING:

THE MOTIVE GAP

UK Digital skills training isn't attractive:

- **11.3 million** adults lack the essential digital skills.*
 - (Transacting, Problem Solving, Communicating, Handling Information & Content and Being Safe, Legal & Confident Online)
- **Only a third of the UK workforce** have received any digital training from their employer.*
- **53% of employees** don't have the essential workplace digital skills.*
- **4.1 million adults** are still 'offline'.*

*Lloyds, UK Consumer Digital Index (2019)

A review of key literature identified five key themes:

1. There's a clear correlation between digital exclusion and social exclusion, though our audience goes far beyond only the socially excluded.
 - E.g. would-be apprentices without access to an email client were unable to apply ...though they were Snapchat and Instagram experts.
2. You influence behaviour change, not digital behaviour change.
3. There's a need for inclusive language that doesn't alienate end users.
4. The voice of the end user is missing from the literature.
5. Many studies try to quantify digital skills in order to measure them, but they don't resonate with real people 'on the ground'.

Coalition Member research was illuminating:

- It's about **MOTIVE**, not motivation.
 - *Motives: the often seemingly inconsequential triggers that cause people to change their behaviour without necessarily making a conscious decision to do so.*
- The problem is cultural: the language used can cause more harm than good.
- We must avoid projection.
- Our audience don't see themselves as 'digitally deprived'.
- We have to harness the power of the network to succeed.

THE OPPORTUNITY

DIGITAL SKILLS TRAINING:

OUR RECOMMENDATIONS

6 key principles

- Mind your language.
- To promote digital, use analogue technology.
- Teaching others is the best way to learn.
 - *“When I can help other people learn something new - helping people gives you confidence.” – Digital Champion, Starting Point*
- Digital means different things to different people.
- There is no master template.
- Don't start the digital solution, start with the problems that digital can solve.

'What to do' guidelines

- Harness the network effect.
 - *E.g. find your digital champions: they will be 'heard' by their peers better than you...*
- Find the hooks (**motive**, not motivation) – frame digital learning as being a smart way to solve 'real-life' challenges.
- Recognise the things that de-motivate first and address them.
- Recognise that everyone has a different starting point, no-one knows it all. So the message is: “you're not unusual”.
- Identify and remove barriers: make taking the first step easier than not taking it.

'What not to do' guidelines

- Don't use words beginning with 'dis' - 'disadvantaged', 'disempowered'...
- Don't assume that what you say is what people hear.
- Don't talk about digital skill 'levels' or imply there is some 'benchmark' that needs to be reached.
- If possible, try and avoid using the word 'digital' at all.
 - *The word 'digital' itself can mean different (sometimes scary) things to different people.*
- Avoid cognitive load: be careful not to overwhelm people with too many new terms or jargon.

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