

Digital Retox

2018

Digital Mums



Introducing... Digital Retox

Gain the digital skills and confidence you need to thrive in today's workplace. Get empowered with the confidence to return to the workplace or turbocharge your current career.

Technology has transformed the modern working world from the way we communicate, learn, organise our day and even automate processes. It's constantly evolving and there's a lot to get your head around!

Our Digital Retox training programme will help you build the digital skills necessary to stand-out in today's modern workplace.

You'll get the lowdown on new digital technologies such as Slack, Trello and Touchcast, and be introduced to in-demand skills like coding, social media and big data. To cement your learning, you'll undergo weekly challenges.

You'll finish more digitally-savvy, more confident and more employable than when you started. Don't be daunted by digital - embrace it and turbocharge your career prospects.

How it Works

Digital Retox aims to empower you with the latest digital skills in demand from businesses today. From using cutting-edge digital tools to branding yourself online, you'll learn all the skills necessary to excel as a modern worker in the 21st century.

As a Digital Retox student, you'll:

- dive deep into the trends driving workplace disruption and evolution.
- get hands-on experience using digital tools like Trello to supercharge your productivity and performance.
- use cutting-edge communication and collaboration tools like Slack.
- understand how to build your 'Digital Me' and develop a personal brand online that sets you up for professional success.
- emerge with a boost in confidence and some serious digital skills.

Pick the course that works best for you:

Our self-paced course is recommended for women who have significant work or childcare commitments. You attend weekly webinars but there are no peer groups and you do not complete the data project at the end.

For those who choose the full version, you'll meet with fellow students twice a week to complete weekly challenges. You'll complete a research project at the end pulling in all elements of the course, which you can then showcase on your LinkedIn profile.

Check out the table on the next page to find out more about what you'll learn and the differences between the two courses!



Our Two Courses

Discover and use the top digital tools needed to thrive in the 21st Century workplace.

Build confidence and feel ready to make the leap to a new career or return to the workplace with new digital skills.

Join our Slack Community and fully immerse yourself in this 21st century communication tool.

Access all course content for 3 months after your training ends.

Join weekly interactive tutorials or catch up in your own time.

Understand what it means to be a lifelong learner and discover what your own learning style is.

Find out what digital tools and techniques to use to become a lifelong learner.

Complete practical challenges using 21st century digital tools that will give your confidence the boost it needs.

Play with ground breaking technology such as Touchcast - an app that feels like TV but looks like the web.

Feel more confident talking about coding and artificial intelligence with friends and colleagues.

Build a personal brand, and create / update your LinkedIn profile to achieve your career goals.

Receive the Digital Retox Digital Badge - great for impressing new and current employers on your LinkedIn.

Join a supportive peer group and work your way through the course together.

Complete an exciting data project and learn how to collect, analyse, visualise and present data.

Ideal for:

Duration:

Price:

Self-paced (10 weeks)



Full-timers

3-4 hours per week

£399 £478.80 inc. VAT

Full version (12 weeks)



Career breakers

5-6 hours per week

£499 £598.90 inc. VAT

The Stats so Far

We launched our two Digital Retox pilots in 2018. We surveyed them to find out how they were found their training.

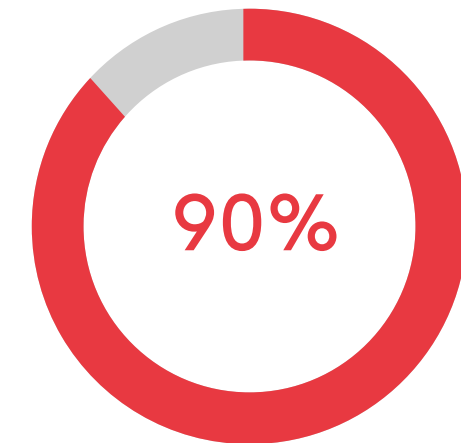


4 in 5 believe they've developed their digital skills set thanks to Digital Retox



80%

80% feel more digitally confident since taking part in the Digital Retox



90% of current Digital Retox students would recommend us

How you'll Learn

Using the innovative learning concepts perfected in our vocational training, we give you the best learning experience possible by offering cutting-edge content in a professional and welcoming environment.

Virtual Campus

You'll access training content via our online e-learning platform. You'll work through multi-media lessons, and complete assignments and quizzes.

Online Webinars

You'll attend a webinar for each of the modules you complete. These will be in a variety of formats to help you get the most out of your training.

Real-World Challenges

You'll be set challenges that you'll complete in your own time. These will not be assessed, but will be a chance for you to test out your newfound knowledge.

Digital Forum

You'll be in a Slack community with other students to get to know and learn from one another and get practical experience of using

a digital tool used by businesses around the world.

Group Project

In the final phase of your training you'll embark on a group project to really cement your digital skills, which you'll get feedback on from our team. This will be optional for those in work.

For those not working there will also be the additional element of:

Peer Groups

You'll learn via your peers in weekly structured peer-to-peer sessions. You'll have online sessions where you will feedback to each other in a kind and helpful way.





“For me the best thing is just how much my confidence has already been raised. I now feel able to create a great LinkedIn profile that I can confidently use for job applications.”

Denise Harman
Digital Retox pilot student



Who it's for

Whether you're currently working or not, the Digital Retox will increase your confidence, build your digital skills, open you up to fresh new career opportunities and make you more employable. It's perfect for the following groups.

Maternity Leavers

Refresh your skills and boost your workplace confidence. Digital Retox is the perfect way to develop your digital knowledge, create a killer professional profile and build digital skills, so you can return to work full of confidence and ideas for embracing new and more efficient ways of working.

Freelancers

Looking to create more efficient ways of working remotely? Or wanting to add killer digital skills to your freelance bow? Digital Retox will equip you with all you need to know about the latest collaboration, communication and networking technologies. Learn how to build a standout personal brand online and set yourself up as a thought leader so you can hustle for exciting clients and better rates.

Career Changers

Want to restart your career but not sure where to start? The Digital Retox equips you with the digital tools needed to build a killer online profile, network online, get up to date with industry news and set yourself up as a thought leader so you can get closer to your career change goals. You might even find your new calling in some of the digital skills taught from social media and AI to coding and big data.

Women in Work

For those in work, Digital Retox will help you do your job better and open you up to new opportunities at work. Develop your digital knowledge, create a killer professional profile and build digital skills through practical challenges.

Learning & Development

“I definitely feel that this course has re-sparked my curiosity to learn and to want to keep up to speed with all things digital.”

Find out why 21st century employees next to re-position themselves as lifelong learners and harness digital curation tools and techniques to stay on top of role and industry developments.

In this module you will:

- build skills in self-directed learning using a range of digital sources and tools.
- understand the type of learner you are.
- develop a personal learning strategy that you'll take forward throughout the rest of the Digital Retox and beyond.
- learn how to use digital curation to keep up with industry knowledge.
- understand the role social media platforms play in an individual's learning and development strategy.

Communication

“I’ve been talking about integrating Slack at work today - love it!”

As more and more evidence has come out finding email to be a poor internal communication tool, we are seeing a new wave of digital communication tools emerging to fill the gap and make business communication more efficient.

In this module you will:

- understand how email is being challenged by collaborative communication platforms such as Slack / MS Teams / Workplace by Facebook.
- understand how these collaborative communication platforms differ from email.
- understand the growing importance of video as an internal communication tool.
- learn what interactive video is, how it works and when to use it.

Collaboration

Collaboration has never been easier or more efficient than today. You'll dive into an array of digital tools that seamlessly support collaboration within and between businesses.

In this module you will:

- understand the growing role that collaborative tools such as Trello and Basecamp play in a modern business.
- understand the differences and be able to explain the merits of the different collaborative tools available
- learn how to use them for your own benefit, both personally and professionally.

"I have already recommended Slack, Trello and Pocket to friends and am encouraging them to use these tools."

Productivity & Efficiency

“The module stimulated some great productivity sharing tips amongst our peer group.”

Digital tools are a great way to organise your time more efficiently and streamline everything you need to do. In this module you will get you hands-on experience using these tools to supercharge your productivity and performance.

In this module you will:

- understand how the automation of activities can improve business performance and productivity.
- learn about agile working practices and how to approach asking for flexible work.
- build skills with simple automation tools such as Zapier, IFTTT and Unroll.me.
- learn how to use them for your own benefit, both personally and professionally.

The Social Employee

"My most transformative week on the course so far."

A strong online brand is a necessity to maximise your professional opportunities. Here, you'll begin developing your own personal online brand so you can showcase your skills to the full and hustle for the roles - and pay - you deserve.

In this module you will:

- delve into the growing importance of online professional branding and how to develop one for yourself.
- learn how to understand your career goals and who your target audiences should be online.
- complete practical exercise to understand your skills, strengths and passions.
- create a killer LinkedIn profile and use it to build/re-invigorate your network.

The Social Business

"I LOVED reading about the social business and the rise of the social CEO which gave me some info which I can put into action tomorrow!"

Social media has completely changed the landscape for businesses. There are now more opportunities than ever to find new customers, build communities and attract amazing talent.

In this module you will:

- understand social media trends and the impact these are having on the modern business.
- know the basics of how businesses can use social media for brand positioning and crisis management.
- understand the rise of the social CEO and how senior executives can use social media to benefit their business.
- know the basics of how businesses can use social media to bring in new customers.
- learn about the role social media plays in attracting and retaining a top workforce.

Coding 101

“It has been a brilliant experience and opened my eyes to the concept of 'digital first.'”

Coding is an integral part of the internet, but it can be easy to find it overwhelming. In this module we'll demystify it for you and open your eyes to the possibilities it holds for both you and for businesses.

In this module you will:

- understand what coding is and the different types of coding
- understand the role of coding and development in the modern workplace
- be inspired by examples of female coders and career changers
- be aware of routes into coding and further development opportunities.

Special guest webinar host



Anisah Osman Brittan

Anisa is the Founder and CEO of 23 Code Street, a coding school on a mission to give more women the tools needed to build our future. In this webinar, she'll demystify coding and help you understand why it's so important for businesses today.

The Future is Data

"I've missed my geek-outs whilst I've been off on maternity leave, so it's so great to be back on it."

Data is a vital part of business success. In this module, we'll get you comfortable making data-driven decisions by completing a group project with your fellow students where you'll capture, analyse, visualise and present data.

In this module you will:

- learn about data-driven decision making.
- understand why data is crucial to business success.
- understand the design and psychology behind data visualisation.
- get live experience using tools to collect, analyse and visualise data.

Your project:

You'll deliver a group project that will teach you how to make data-driven decision by giving you real-world experience of using data to drive business insights. Once completed, you'll get feedback from us on how you did.



FAQ's

How is the Digital Retox assessed?

The Digital Retox is not assessed. This is not a course you pass or fail, but an opportunity for you to learn and grow. You'll have challenges and quizzes that you work through during the training, and a group project at the end that you will get feedback on from our team to support your learning. However, there's no final grade or assessment that determines whether you pass or fail. .

Can I do it from outside the UK?

Yes! The course is delivered online so it doesn't matter where you are based as long as you can attend your weekly webinars. Because we're based in the UK these will happen at a time most beneficial for the majority of our students, which is weekday evenings around 8pm GMT.

Can I do it all in my own time?

Most of the Digital Retox can be done exactly when you want to do it. However, there are weekly online sessions that are fixed in terms of date and time. These sessions are arranged weekday evenings between 7-9pm.

What sort of computer equipment do I need?

You need a decent laptop with a webcam that can handle video chatting software (Google Hangouts). Having a smartphone is pretty useful too.

Are the weekly webinars mandatory?

The webinars aren't mandatory, but we suggest attending them all as although they are recorded, they are interactive and conducive to your learning. They are also your chance to ask questions.



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