

National Year of Digital Inclusion Award Submission

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Who has the mentor helped to learn digital skills in 2016?

New arrivals to Australia, students, senior executives, business owners, job searchers, people in career transition, people returning to work, clients, the public

How has the mentor helped them to learn these digital skills?

Provided free information and training sessions as part of the Victorian Government's Small Business Festival (3 sold out sessions), Reinvent Your Career Expo (2 sessions), SpotJobs Career Expo (5 sessions), university and school events (in Melbourne and Adelaide), library (Adelaide), conferences (had to pay to attend and present), 2 councils, multiple networking groups, 6 Rotary clubs, 2 Meetup Groups and more. Most of these have been audio recorded and slides and videos re-published for free access online. Total of 78 sessions for 2016 (44 provided free).

Published '120 Ways To Achieve Your Purpose With LinkedIn' (February 2016), '120 Ways To Attract The Right Career Or Business' (May 2016) and '120 Ways To Market Your Business Hyper Locally' (August 2016) – all books include digital and social media information. Provided many free copies in print and digital to professionals and guests at events.

Published multiple free to access articles, audio recordings and videos (<http://sueellson.com/publications> and <http://sueellson.com/presentations/presentations-2016> for details).

Have also taught these skills at the Centre for Adult Education, General Assembly and with clients and been interviewed on radio about digital literacy <http://sueellson.com/presentations/presentations-2015/150903-radio-national-621am-natasha-mitchell-digital-literacy/>.

First article about Digital Literacy went online in 2012 at <http://www.openforum.com.au/content/digital-literacy-training-nbn-complete> more recently about Digital Disruption at <https://www.cdaa.org.au/ContentUpload/Docs/ACP%20Winter%202016%20Edition%20small.pdf>

How did the mentor help someone else to overcome any barriers to learning digital skills?

In training sessions – by using simple language attached to already learned information, by using diagrams, relatable and relevant stories, case studies and practical applications. Mostly republished and freely accessible for repeat viewing and distribution online.

In written articles – by using simple English and logical steps assuming no prior knowledge and no personal assistance when reading and completing suggestions. Regularly receive ‘Likes, Comments and Shares.’

In person – by listening carefully, asking questions before starting and repeating information as needed. Wherever possible, have also recorded (or allowed the individual to record) the session for replay purposes. Always focus on what needs to be known rather than what could be known and providing the best information for the person’s personal circumstances or the group’s purpose.

What digital skills has the Mentor helped someone else to learn?

How to use LinkedIn (for multiple purposes for individuals and organisations), social media skills, using an iPhone, iPad, personal computers, creating a website, updating and maintaining a website, publishing content online, marketing a business online, writing articles online and sourcing the most relevant and affordable assistance with technology related queries. Often referred people to other pre-qualified and affordable and understanding experts.

What have been the positive outcomes of the mentor helping someone else to learn digital skills?

People have developed confidence in using devices (phones, tablets, computers – both PC and Mac), people have used social media, websites and online content to achieve their purpose (find work, increase brand or marketing profile, business leads, win an award for the fourth time) and have also shown others how to use technology at home and in their workplace. Senior managers have been able to more appropriately manage their own affairs and their business profile. I regularly receive news from clients, event attendees and book readers about new jobs, new business, new opportunities and testimonials and reviews via email and online. ‘I attended Sue's class on "linked in for startups" at General Assembly about 6 weeks ago. I immediately put her advice into action and within that time my network has grown by 670% and my profile views /90d have gone up by 1400%! I'm now being canvased for about 3-5 jobs per day, I have caught up with at least 20 new people I've met through LinkedIn...It's incredible! I've become a networking machine and all thanks to Sue! I just wanted to pass that feedback on as Sue has had a profound impact on my career. Greg Saxton 3/8/2016