CIPRIANI COLLEGE
OF LABOUR AND CO-OPERATIVE STUDIES

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Why Digital Mastery Matters

A quick Google search for Digital literacy will define it as an individual's ability to access, evaluate, and effectively use digital technologies like computers and the internet to find, create, and share information in a meaningful way. When most people think of digital literacy, they assume the world is asking them to become IT experts, what it actually means is that you are sufficiently skilled with digital tools that you are able to utilize them to make your life easier. This can be as simple as understanding how to find and install apps on your mobile device, organizing your email, and sharing files on platforms like google drive or WeTransfer. Being digitally literate will drastically improve your work performance and how attractive you are to employers.

Digital mastery takes this one step further, while you still aren't expected to be an expert, it does require a deeper understanding of technology. Digital masters not only understand what to do, but why they do it. They use their knowledge of digital tools to accomplish strategic goals and objectives in their organization by implementing and integrating them deeply into their business operations, culture, and leadership practices. Done correctly, this leads to significantly improve customer experiences, optimize internal processes, and potentially creating new business models.

Leaders in particular, require this mindset because above all else digital mastery requires is transformation in mindset. They are responsible for guiding the organization to its digital future by ensuring their staff have skills necessary to support and buy-in to the change. The most common reason digital transformation fails is due to lack of support by an organization's leadership. This is often due to fear of change, low levels of digital illiteracy.

Resistance to change can have substantial negative effects on an individual's earning potential in the organization as well as in the organization's ability to operate efficiently. In an era defined by rapid technological advancements, employers increasingly seek candidates proficient in digital tools and technologies. For instance, it was not long ago when proficiency in the Microsoft suite was a great advantage to have on your resume, job posts would specifically list it as a necessary skill or a great advantage. Today, MS suite proficiency is so essential for corporate roles that companies no longer list it as a job requirement, much like the ability to read and write.

Furthermore, the business landscape has changed so drastically that skills such as data analytics, programming, generative AI, and digital marketing are in extremely high demand. Mastery of these skills set workers apart from their peers through increased productivity, providing a competitive edge in securing employment and advancing their careers.

Antonio Armstrong,,
Manager IT,
CCLCS