

Digital Skills Transformation at DELL:

Delivering excellence through enterprise partnership

Úna McDermott Director, HR Operations at Dell

DELL Technologies

Technology
Ireland
DIGITAL
Skillnet,



KEY THEMES IN THIS PRESENTATION

- CONTEXT FOR TRANSFORM AND CONTINUOUS PROFESSIONAL DEVELOPMENT AT DELL
- SUCCESS FACTORS FROM EARLY DAYS
- TRANSFORM PROGRAMME OVERVIEW
- MAKING A BUSINESS IMPACT
- KEY LEARNINGS

Process Digitisation is a reality, we need to be prepared for the next era of human machine partnerships

Industry Drivers

- Adoption of new technologies is gathering pace
- Process Digitization a reality
- Automation eliminating roles
- Upskill to future proof and increase employability

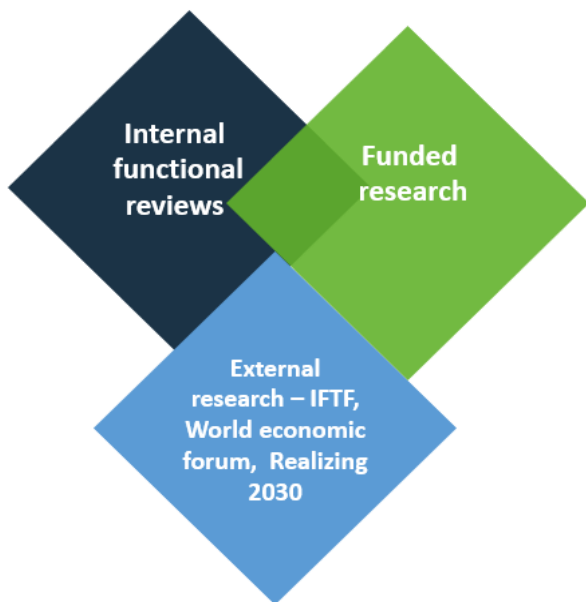
Global Drivers

- Fourth Industrial Revolution is a reality for millions
- Technology improves by 10X every 5 years. New Technologies like AR, VR, IOT accelerating rate of change
- Positive outcomes depend on an agile mindset & lifelong learning

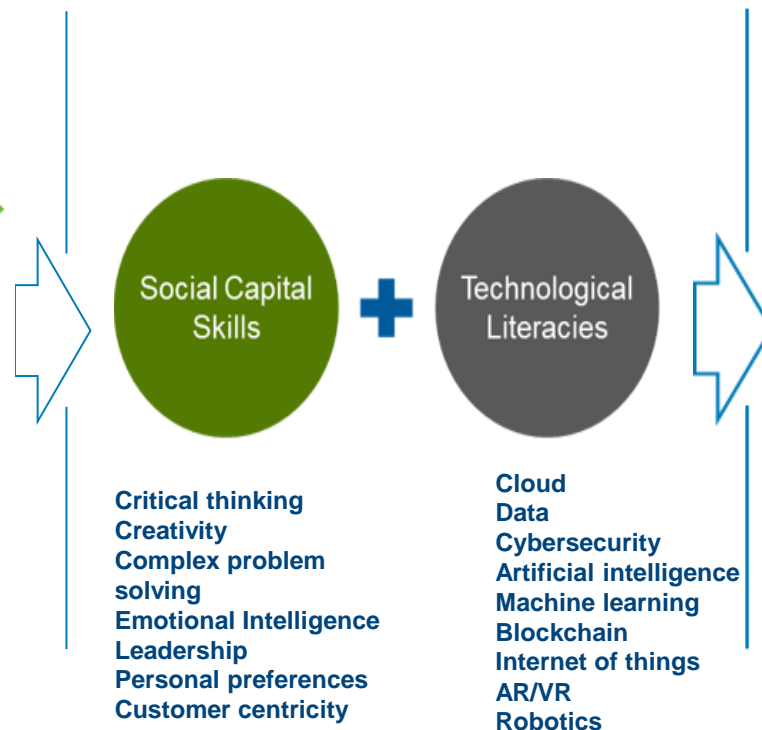
Institute for the Future (IFF) predicts that 85% of the jobs we'll be doing in 2030 haven't even been invented yet.

TRANSFORM PROGRAMME : GENESIS

Dell Technologies Methodology



Key findings/ recommendations



Leadership & team member engagement

Involved a broad range of team members and leaders

Shared research findings

Examined the personas who would be interested in this programme

Understood the various motivators : accreditation was key!

Took team members on the Transform Journey from the beginning

TRANSFORM PROGRAMME : PARTNERSHIPS

ACADEMIC PARTNER

Programme Accreditation



INDUSTRY PARTNER

Pilot Deliveries



LEARNING PARTNER

Company centered delivery
Applied Innovation



STATE AGENCIES

Strategic partnership



DIGITAL TECH SECTOR

Sector leadership, validation and
programme concept



TRANSFORM PROGRAMME CONCEPT

- Develop understanding across teams and functions on core and **disruptive technologies**
- Enable a '**digital mindset**' and future-ready workforce which is innovative, agile, and continuously re-learning and applying new knowledge
- Enable cross-functional collaboration culture and align all functions Digital Mindset & technology understanding
- Design better **customer experiences** and optimise competitive advantage, utilising suitable technologies
- Apply **critical thinking** skills in the **evaluation** of technologies
- Cross-functional and bottom up approach to **applied innovation**
- Offer recognised **3rd level qualifications**



Social Capital Skills

- Digital leadership
- Design thinking
- Complex problem solving
- Emotional Intelligence
- Customer Centricity
- Digital Business Models
- Digital Mindset & Culture
- Organisation Development – platforms & ecosystems
- Leading high performing teams for a Digital Work-fore



Technological Literacies

- Cloud Architecture & Solutions | Edge Computing
- Data Analytics & Mining
- Cybersecurity
- Business Data Analytic & Engineering
- Process Automation; IoT, 5G, RPA, Cobots
- Applied AI; Natural Language Processing concepts
- Machine Learning Concepts
- Blockchain Concepts



Applied Business Innovation Project

- Practical application of Social Capital & Technological modules
- Business problem sponsorship
- Define, ideate, design, prototype, solution
- Explore all technology options with guided instructor support
- Simulate solutions
- Peer review

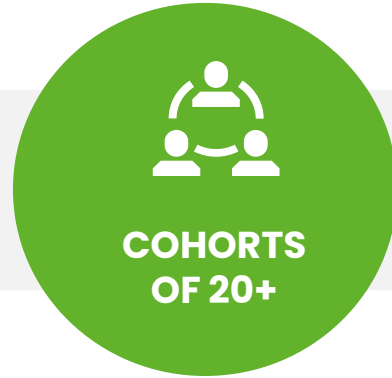
Diploma in Digital Transformation & Innovation

TRANSFORM PROGRAMME

THE LEARNING EXPERIENCE



- Leader & Practitioner Tracks
- 16 Hours Per Month
- Individual and Team Assignments
- Assessment and Feedback



- Networking
- Group Activities
- Peer Learning
- Instructor Team



- Instructor-Led Workshops
- Self-Directed Projects & Challenges
- Digital Pathway



- “Take It To The Desk” Approach



- Degree Level 8 Diploma

TRANSFORM



Practitioner Programme

For staff from any business area who want to evolve and develop with the pace of digital change, to understand new technologies, and hone the uniquely human capabilities needed for the work of the future.



CPD Diploma in Business Innovation & Digital Transformation
(Level 8 NFQ/Bachelors)

Leader Programme

For those in a leadership or influencer role who have the responsibility for setting the direction of the business and helping to navigate through a period of change and digital transformation.



CPD Postgrad Diploma in Business Innovation & Digital Transformation
(Level 9 NFQ/Postgrad)

Accredited by Technological University Dublin



Some Applied Innovation Projects

Technology used:

12% IOT
27% AR & VR
37% AI & ML
6% BC
18% Mul.

Business Impact

50% ML Process efficiency/ customer
38% Site/ remote working experience
10% New Product Innovation
2% Manufacturing Automation



- IOT sensor implementation in the manufacturing line
- Application of Blockchain in managing materials inventory
- A 'day in the life' experience for young women and girls to experience tech roles through Virtual Reality
- Service Engineer Augmented Reality (AR) mobile app
- Logistics tracking using blockchain and IOT
- Transportation with Machine Learning and IOT

Transform Highlights for Dell Technologies



1st

Educationally accredited Programme in Ireland in Digital Transformation



3

Regional locations
Cork, Limerick, Dublin



IITD

Award Winer 2021



191

Innovation projects delivered by students



4.5%

Out of 5% learner satisfaction rating



45

Cohorts – 17 classroom & 28 Virtual deliveries



900

Alumni



40%

of participants over 45 years of age



341

Leadership roles

KEY LEARNINGS

1. Bring team members on the journey – know what matters to them
2. Think of the best marketing strategies to engage the business and the learner
3. Personal commitment is key!
4. Accreditation is a real differentiator
5. Practical application of learning through applied Innovation projects : business impact
6. Get learners involved in the programme structure : Campus Classroom
7. Be inclusive rather than exclusive
8. Celebrate successes

PARTICIPANT FEEDBACK

“TRANSFORM far surpassed all my expectations and I think the applied innovation project is a brilliant exercise to solidify the learnings into a practical tangible initiative and deliver value to back to the business”

“Great opportunity to come together with colleagues across different business units and companies to better prepare for the digital culture”

“It made me more fluent in emerging technology especially blockchain and cloud, and I now have confidence and presence with technologists on my team”.

“Thoroughly enjoyable, challenging and rewarding. TRANSFORM has enabled me to develop my technical capabilities, increased productivity deepen relationships with my customers”

“A fantastic experience for me and my team, with the generation of innovation projects making a real impact”

“A truly worthwhile program that helps you learn about the interaction of technical and transversal skills that are needed in today's workplace to prepare for the future”.

“TRANSFORM was a real eye opener for me - it's over 20 years since I've been in education, and I realise how far away from the everyday learning I have come. I have been persuading all my peers and team to join so that my business unit can lead fascinating projects out of it”

“It fed my appetite for lifelong learning even at mid/late career”

The Dell Technologies logo, featuring the word "DELL" in a stylized font with a diagonal line through the 'E', followed by the word "Technologies".

DELL Technologies

Q&A

The logos for Technology Ireland Digital and Skillnet. The Technology Ireland Digital logo consists of a vertical line on the left and the text "Technology Ireland DIGITAL" to its right. The Skillnet logo features the word "Skillnet" in a sans-serif font, with the "net" part enclosed in a green circle.

Technology
Ireland
DIGITAL

Skillnet

TRANSFORM PROGRAMME

PROGRAMME STRUCTURE

Digital Mindset



Enterprise Change & Innovation

- Developing a digital strategy
- Strategic Innovation Frameworks
- Customer centricity
- Design Thinking
- Cognitive diversity
- Continuous innovation practices
- Digital mindset & culture
- Understanding self
- Building teams for Transformation

Technological Literacies



Foundational Technologies Future Technologies

- Cloud Platforms
- Data Science and API's
- Cybersecurity
- AI and Machine Learning
- Robotics
- IoT
- Blockchain
- Augmented and Virtual Reality
- Edge computing
- 5G
- Process Automation

Applied Innovation



Bring-it-to-the-Business Focus

- Visual Vocabulary Tasks
- Business Innovation Challenges
- Project Board Review
- Team-Based Projects
- Assignment and Feedback

Certification



Masters/Degree Level Diplomas

- Level 9 CPD Diploma in Leading Business Innovation & Digital Transformation
- Level 8 CPD Diploma in Business Innovation & Digital Transformation

TRANSFORM PROGRAMME

LEVEL 9 LEADER/INFLUENCER CONTENT

Module 1 – Becoming a Digital Organisation

- Understand how digital technologies and business models are radically changing competitive dynamics.
- Gain a comprehensive understanding of how & why digital leadership and strategy development differs from traditional approaches
- Know the strategic importance of Digital Transformation and the key characteristics of 'digital future ready' companies
- Understand how to leverage concepts to develop your digital strategy and business model

Module 4 – Empowering a Digital Organisation

- Understand how leadership behaviours are pivotal to the delivery of your future digital ready business model
- Evaluate the characteristics of high performance teams to enhance your innovation capabilities to generate more insights
- Identify the importance of an innovative and customer centric mindset and their impact on leading transformation for business impact
- Understand the key qualities of continuous innovation and how to implement across your team and organisation

TRANSFORM PROGRAMME

LEVEL 8 PRACTITIONER CONTENT

Module 1 – The Digital Mindset

- Understanding digital transformation lifecycle and key concepts to enable Innovation
- Gain a comprehensive understanding of how & why digital transformation development differs from traditional approaches
- Explore the mindset required to achieve true Digital Transformation
- Understand how to leverage concepts to influence the digital strategy in your organisation

Module 4 – Customer Centric Innovation

- Embracing customer centric planning to achieve business growth
- Understand how the behaviours of high-performance teams is pivotal to the delivery of ongoing digital innovation
- Understand how to meet customer needs and influence innovation strategies for stakeholder engagement

TRANSFORM PROGRAMME

TECHNOLOGY CONTENT

- Two Technical Modules
- Each Delivered over 4 x ½ day sessions
- Practical Technical Examples & Exercises
- Group Discussion Exercises
- Formal Individual & Group Assignments
- Specific technologies can be customised in selection and emphasis

Module 2 – Understanding Foundational Technologies

- Cloud Computing, Distributed Applications & APIs
- Cybersecurity Risks and Controls
- Big Data & Data Visualization
- Evaluating the Impact of Emerging & Disruptive Technologies

Module 3 – Adopting Future Technologies

- Artificial Intelligence & Machine Learning
- Chatbots, Service Agents & Automated Assistants
- Extended Reality - Augmented, Virtual & Mixed Reality
- Internet of Things
- Blockchain & Cryptocurrencies

TRANSFORM PROGRAMME

UNDERSTANDING FOUNDATIONAL TECHNOLOGIES

Module 2 – L8 Practitioner

- Explore the core disruptive technologies
- Understand why and how they are fundamental to a successful digital transformation
- Explore Cloud Computing and how it can be leveraged to underline Innovation
- Learn the importance of Cybersecurity and classify the motivations behind threats & attacks
- Acknowledge the significance of 'Big Data' and how it can be utilised as an enabler for Digital Transformation

Module 2 – L9 Leader / Influencer

- Explore each of the headline disruptive technologies as with the L8 course
- Articulate the issues involved adopting new technologies with consideration of ethics, change management, and drivers for business success
- Understand how the adoption of disruptive technologies can facilitate Innovation and deliver tangible business value

TRANSFORM PROGRAMME

ADOPTING FUTURE TECHNOLOGIES

Module 3 – L8 Practitioner

- Explore each of the selected emerging technologies
- Demonstrate critical thinking skills in the evaluation of disruptive and emerging technologies
- Understand and apply the fundamental issues and challenges of artificial intelligence and machine learning
- Differentiate between Virtual, Mixed and Augmented Reality platforms
- Describe what IoT is and how it works today
- Distinguish the solutions where a blockchain based structure can be applied successfully

Module 3 – L9 Leader / Influencer

- Explore each of the selected emerging technologies as with the L8 course
- Understand how the application of these technologies can play a role in solving your business challenges
- How & where the use of these technologies have been used to achieve real digital transformation