

BMSK4003 Anupam Mazumdar

Higher Education –

Digital Skill and Research Methods (Skills
for the workplace)

Douglas Bousquet 1712412 T2

BMSK4003 Lecturer : Anupam Mazumdar

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Dedication.

Productivity of mobile devices in the workplace

My report is a study of the adoption of mobile devices in the workplace generally, with a specific case study for the start up company Change and effect Ltd. It is an attempt to explore the efficiency benefits of mobile devices In the working environment of a digital marketing agency.

The influence of technology in our lives have ever increased over the past decade. It has been a common practise to adopt technology into our daily activities weather by design – the selling of consumables to mass markets or through the propagation of the idea of importance – constantly on the go or being connected. Technology in our daily lives start from the moment we rise; checking our mobile messages to trying to sleep by using voice activated devices to select our favourite southing sounds to assist our relaxive sleep.

The times we live in - Influence of technology

Other rationales are based on simplicity, ease of completing tasks, speed, accuracy and instant access; attaching to group followings (demographics) through fashion icon inspired or directly economics.

Types of business operations (suitability) in the Health industry, + Sports are better suited to the full integration of digital interactions. Train drivers and other operational working positions would be deemed as high risk for lack of attention if distracted by SMS (short message service) for the tasks such as crane operators, medics, printer operators and the like.

Sample data processing – Actual business use with Change and effect platform

www.Changeandeffect.co.uk is a start up business platform designed to cater for both a creative-inspired operations, exposing talents and skillsets of the youth market and their effect in the digital world. It also caters as a link between the new technologies and the more established bricks and mortar business owners on the high street that have lost touch with the more effective methods of advertising; change and effect seeking to bridge that gap. Better communication in the workplace both inside and outside of the platform.

Research into the effectiveness of a more dominant interaction using available platforms of communication with current technologies.

Available mediums – facebook, whatsapp, twitter, Instagram, emails, Introducing – Youtube and other video platforms, CRM and cloud storage options such as google drive and dropbox, web-conferencing; Zoom and go-to webinar for presentations and trainings.

“seeking to believe what others believe” Effective development of ideas in communication as outlined in a talk by Sinek, S (2011) ‘First why then trust’.

Establishing Culture for the platform - HABIT FORMING as a marketing platform.

Less time arranging meetings, co-ordination support resources – convenient places to meet, refreshment provisions, coordinating availability times for up to x10 individuals with various working schedules and availabilities.

The Directive’s desire was to establish a culture of exchange and communications between all levels of experience and longevity of work within the team.

A means where by support could be given for those new to the team in any particular area of work, with the scope for ongoing development and growth from those

team members with more experience in the given field. From design right through to making a pitch to prospects and clients for offering business service.

Establishing a belonging, a culture of embracing technology in our everyday communications to be confident in applying as services to the wider business community. “You can expect more by inspecting more” as highlighted by Blanchard, K., Zigarmi, P&D (2015).

Sample data processing – Actual business use with Change and effect platform. This can be done with a dynamic team reflection of questioning and making suggestions until you have the perfect ‘Pitch’ as highlighted by Priestley, D. (2010)

In order to establish a narrative and a culture of confidence in the use and selling-on the advantages of the available tech platforms it was encouraged to increase the rate of use between platform members on the basis of leading by example of the core products of the business.

A sample size of existing members and recently joining new members were informed of the directive by the

CEO and was to be applied immediately with a timetable set of x3 meeting per week to induce the habit and familiarity to the culture of the team. Over the course of a month records showed a reserved uptake of the schedule due to a number of issues ranging from unfamiliarity of operations to conference platforms, availability for access to group meetings by the consistency of smart phones or personal computers available to the team members.

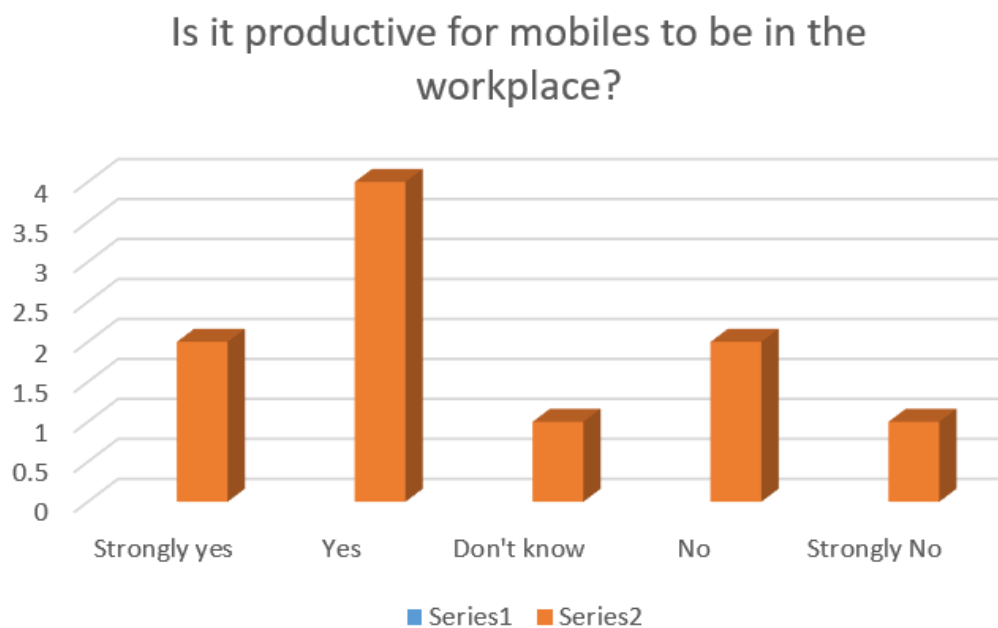
The segment of core workers (founder members x5) from the population of both male and female team members, x 6 in support included a total team of 10+ members. (sample size) While the majority being of age early 20 -30years, and having grown up with rapid and systematic updates of mobile devices in hardware and software platforms integrated into their lives one or two remained aware of the values on verbal and non verbal communication and interaction especially with regard to selling services; and the required exchange between human beings using non- digital devices).

[Methodology]

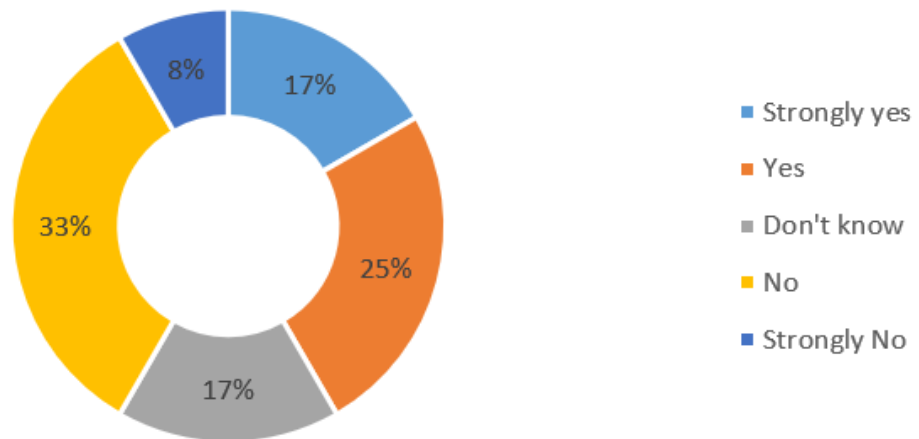
Our primary source (qualitative data information) were given a number of questions in order to establish feed back to the effectiveness of using technology within

the platform of C&E especially as the skill levels were varied, as well as the mix in ages, cultural backgrounds, design and marketing experience.

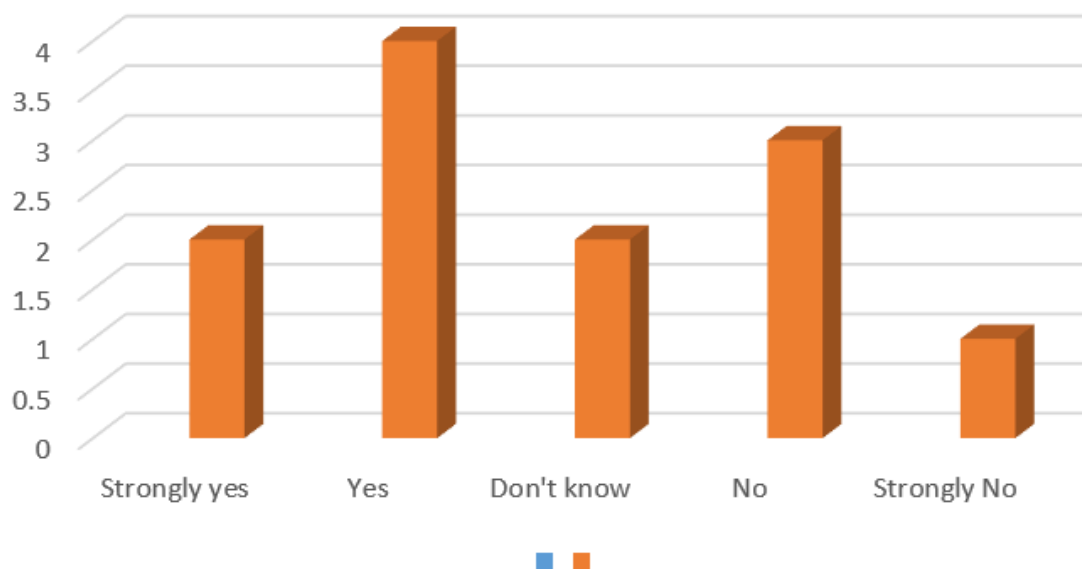
From the quantitative data (numerical values of responses) collected, charts were made to simplify the analytic review in order to conclude a result. The results follow:

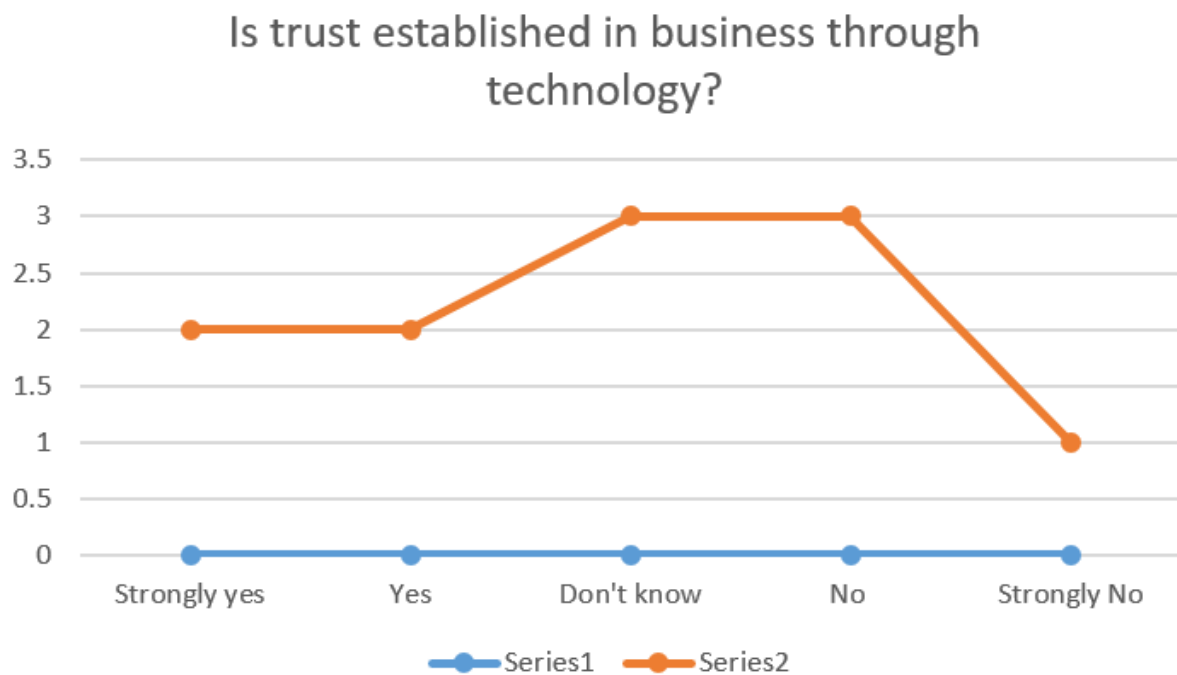


Are mobile devices the best way for business communications?



Are mobile devices safe to use for business?





As noted “What’s actually happening when our outer (and hence our inner) world destabilises is that our reptilian brain becomes activated and our fight or flight system goes online. Too much of this, or too traumatic the intensity, and it stays online, becomes in effect threat saturated and we head into a possible mental health crisis”. Armstrong, G.(2017).

Processing data ethically (GDPR)

A major legal enforcement in 2018 brought into play heavy penalties to large and smaller companies not securely managing contact details of leads and client details know as GDPR regulations it set stringent regulations on the processing and storing of contact information.

CONCLUSION – Problem solving, reviewing and defining

As a result of the findings, I learnt a different way to represent information formulated by scientific compilation, data analysis and opinion conclusions in support of a viewpoint being reviewed.

Effectively meeting the needs of others in business or the working environment basic habits can be enhancing for team development, culture establishment and a sense of belonging involvement provided more human considerations such as respect for person privacy and consideration of time use within the framework of a day cycle. Less obvious skills

applied by technology (with ever increasing development in the arena of artificial intelligence AI) such as critical analysis, reviews from a particular cultural perspective or general commentary of work in progress.

The non-verbal communications may be more closely overcome with the adoption of group chats on platforms where visual connections are made such as webcams, and other facetime apps. Holographic representation does not seem far off; bringing a more real special feel to communications. The idioms and cultural nuances may not be as well transmitted as an actual live encounter for a fully understood and engaging message. We still need a human exchange for credibility and trust.

“One of the first things you must learn to do with your mind is to focus it on the right thing.” Oyakhilome, C. (2016).

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