

Skills for the Workplace

Module Assignment Submission

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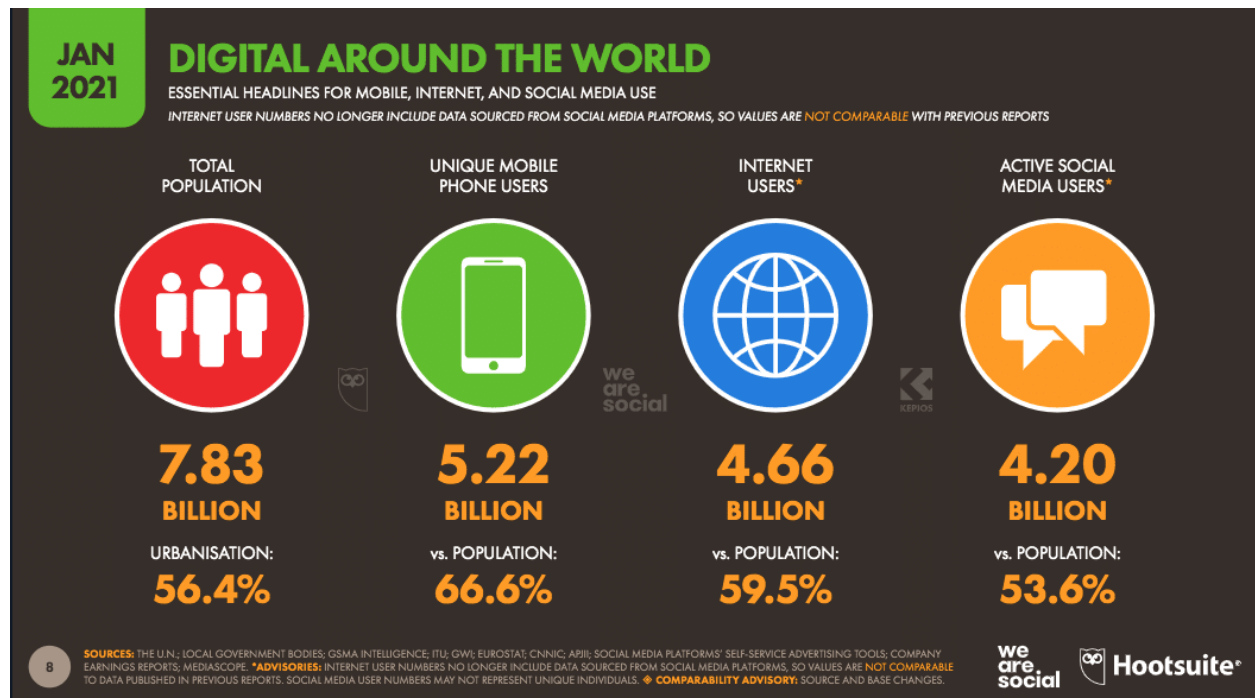
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What has been the impact of 21st Century Technologies on the modern workplace?



(McLachlan, 2021)

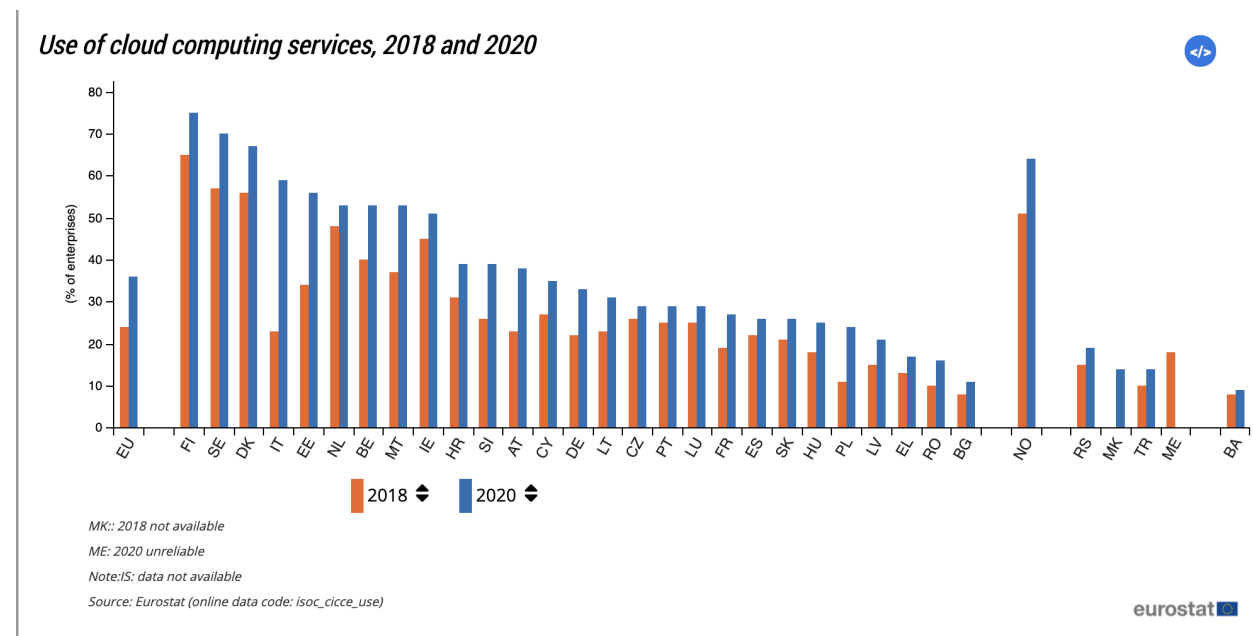
The report writer will examine the impact of 21st century technologies on the modern workplace. The advancement in modern technologies has allowed businesses to adapt the way they run their businesses.

With technologies which allow people to communicate with each other such as slack and microsoft teams people have more accessibility when needing to contact one another. These modern technologies allow employees to constantly communicate through the medium of chat, video calls and even voice calls without the need for sending emails or calling them using a telephone. These all in one communication solutions have revolutionised the way businesses communicate. They have been even more of a requirement as of late due to the recent oversight the pandemic had on businesses and the fact that they had to adapt quickly to allow their employees if they were able to work remotely. An article by business of app saw that "Microsoft Teams saw a huge uptick in users during the pandemic, rising from 20 million users in November 2019 to 44 million in March 2020, then 75 million by April. According to digital experience management company [Aternity](#), Microsoft Teams usage growth surpassed [Zoom](#) from February to June". (Curry, 2021)

The advancements in WIFI and broadband connections have had a major impact on the modern workplace, this has allowed people to work from anywhere they can get a wifi connection. It has also allowed businesses to work more efficiently as broadband has gotten faster and more accessible. It has allowed for more people to run off a single network at one time and this is crucial for larger IT businesses who depend on WIFI to do their day to day tasks.

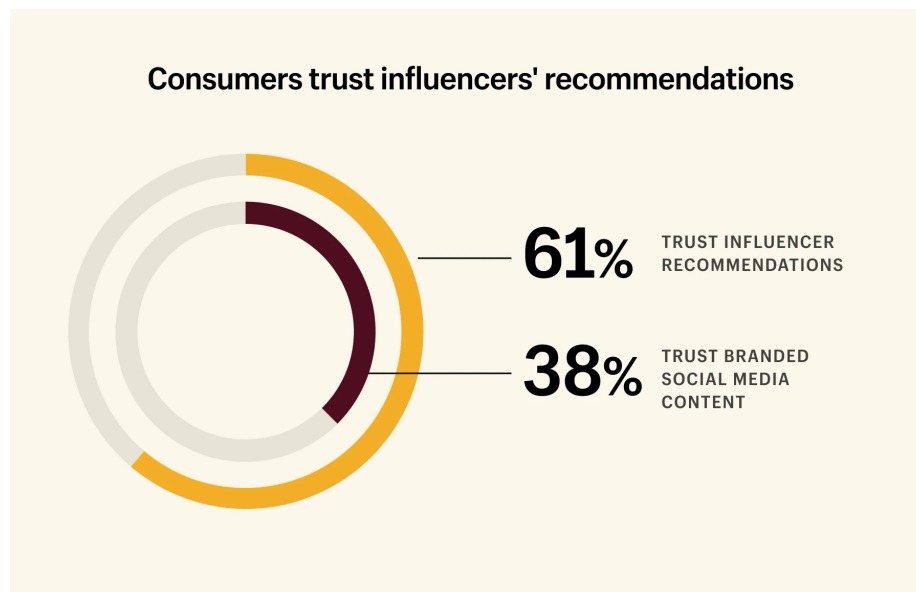
Software which is used for day to day tasks such as time management and document storage can now be as easy as signing up for a monthly subscription. The way modern offices work in agile or scrum methodologies software is available which allows for businesses and teams within the business to create tasks and allocate them to members of the team via an online subscription platform such as Youtrack, Jira or trello. This software allows for a member of the team to create tasks, usually the scrum master who would then in turn allocate the tasks over a certain amount of days or weeks. This way of working has revolutionised the way businesses work as it has allowed businesses to work more efficiently, it allows the person running a sprint to keep tabs on exactly what's going on and pinpoint exactly what tasks are being completed and by who. This way of working also impacts the business positively as time will be allocated and set to the requirements of the work which needs to be completed.

Businesses being able to store documents to an external cloud based storage device has also impacted them in a positive way. Being able to store important documents externally means there is less risk of important documents getting lost, allows an unlimited amount of storage depending on the money a business is willing to spend and also the security of not storing any documents on personal devices which could get stolen, hacked or even damaged.



(eurostat, 2021)

The way businesses connect with potential customers has changed dramatically. Before most businesses to sell a product or to attract new customers they would use methods such as tv adverts, radio, flyers and ads in magazines and newspapers. Businesses have social media platforms to promote their business and attract new customers and clients. Social media has completely changed the way businesses market themselves, social media allows you to contact customers directly, post specific content relating to a specific product and it has also allowed a new means of communication using in-built chat software which customers can enquire about specific products or services. The benefits of social media to smaller businesses is the fact that creating multiple social media accounts and promoting your business online can be absolutely free. Businesses can even use influencer marketing to promote their products, as you can see in the diagram below a higher percentage of consumers trust influencer recommendations opposed to trusted social media content.



(Dopson, 2021)

Evaluate the appropriate use of modern technologies and social media in the workplace generally

The report writer will evaluate the findings of the technologies which have impacted the modern workplace and see how they affect the workplace in a positive and negative way.

Possible advantages and disadvantages of Communication software such as microsoft teams, slack

Advantages	Disadvantages
Cost Savings Real-Time Collaboration Increased Productivity Immediate Communication	Lack of privacy Constant distractions

Possible advantages and disadvantages of social media in the workplace

Advantages	Disadvantages
Increase brand awareness Humanize your brand Increase website traffic Generate leads Customer and audience engagement Customer service and customer support Keep an eye on the competition Targeted advertising	Decreases productivity Wastage of time and productivity Harassment and Bullying Misuse of Social media Potential risk of exploitation

Possible advantages and disadvantages of wifi in the workplace

Advantages	Disadvantages
Being able to work from a portable device More convenient as there will be less need for ethernet cables Wifi is cost effective	Security risks Reliability Speed of the internet could be slow Limited range

Explore the use of modern technologies and social media in own workplace

The report writer will look at the way modern technologies have changed their workplace. The way the company collaborates with one another when developing products, being able to collaborate on tasks when software developing such as github allows users to work together on projects from anywhere in the company or in the world. This software allows users to work independently then when they need to collaborate the code can be added to one place to be put live. This allows people to work collaboratively all around the world and also means they do not need to be in the same room to complete tasks.

The team management software the workplace uses allows the company to work using agile methodologies, this way of working allows for maximum productivity. The report writer's workplace uses a software called youtrack. Youtrack allows for people within the company to add tasks to a board where they can allocate time to each task and add to either a pending, in progress or completed state. The time allocation of tasks can be monitored and also used to see if a sprint will be completed in the time stated at the start of a sprint, this can also be used for micro managing employees to see how they are getting on with tasks to monitor their progress.

The collaborative design tools used in the report writers workplace is a design tool called figma. Figma allows the design team to collaborate individually on the same piece of work from separate devices. It also allows for stakeholders to view the progress of design work without having to showcase the work in person. Before collaborative design tools such as figma designers would have had to complete a task individually and then send any pieces of work that would need to be signed off by stakeholders by email or actually showcase work in person wasting time as if amendments needed to be made the work would need to be passed back and forth until the work is completed.

The report writer's workplace uses communication software such as microsoft teams, this software allows for constant communication within the company. It takes away the need for waiting for email correspondence or phone calls as it allows a user to have constant and almost instant communication with anyone within the business.

How can Personal branding help YOU?

The report writer will look at how a personal brand can help them with their own personal brand .

“A **personal brand** is, in many ways, similar to a corporate brand, Gresh explains. It is who you are, what you stand for, the values you embrace, and the way in which you express those values. Just as a company’s brand helps to communicate its value to customers and stand out from the competition, a personal brand does the same for individuals, helping to communicate a unique identity and clear value to potential employers or clients.” (Northeastern University, 2019)

A personal brand builds credibility, showing potential customers and employees how credible you are can really make a difference when trying to get a potential job or even get more clients. A personal brand can also help connect with your target audience, using social media platforms such as linkedin can help you brand your profile specifically to match with potential jobs which relate to the information on your profile, it allows you to be found by potential employers or clients and it makes it easy to find and connect with people or businesses which are relatable to your target audience. Other ways a personal brand can help is by using a website which will distinguish you from competition. It allows people to showcase their skills, show previous projects that they may have worked on. Your personal brand can also help you get noticed, if your personal brand is unique and stands out it can really make a difference when trying to attract new clients or get a new job.

Your **LinkedIn Profile** to promote your Personal Brand

<https://www.linkedin.com/in/james-lewis-24255015b/> To view a screen shot of my linkedin profile please see the appendices .

Evaluate the value of other social media platforms to enhance networking and career prospects

Instagram

Instagram can be a great place to show off what you do, because of the visual aspect of Instagram, it’s the top place for people to find other people within their sectors, and provides a great environment for growth. It’s now common practice for employers to check potential candidate’s social media accounts, so using instagram to show off your work could help when trying to land a new job.”

Facebook

Facebook allows businesses multiple avenues to promote themselves, facebook allows for businesses to create a business specific page. Facebook is one of the largest social media platforms in the world. Your business presence will help you gain exposure to potential customers. "Facebook has 2.80 billion monthly active users (Facebook, 2021). If that number doesn't blow you away, it also has 1.84 billion users that are visiting the social networking site on a daily basis." (Mohsin, 2021)

Facebook also allows two-way communication between businesses and their customers. You can use the messaging service to deal directly with your customers. Reviews and comments can be a great way to gather customer feedback and find areas for improvement.

Businesses can use facebook to promote your business using their facebook live feature could be really beneficial when looking at the statistics associated with facebook live , " Live streaming on Facebook is effective because it's interactive. In fact, 85% of people would choose to watch a live broadcast on Facebook over one on TV because they can interact with the content" (Bridges, 2021)

Twitter

Using twitter to keep a close eye on what is going on in your industry is simple when using twitter. You are able to find information on anything from sports, news, politics, and what users think about a business, product, or topic. "Twitter was Set up in March 2006, Twitter soon became a huge hit with the public. There are currently over 330 million active monthly users, with almost a third of these being between the ages of 35 and 65." (Patefield, 2020)

Twitter can be extremely useful when trying to find a job. There are an extensive number of Twitter accounts out there that serve as job boards for the industry which you may be looking to get hired in. Using twitter to search a specific term can help you find different job boards relevant to you.

Linkedin

Linkedin was launched on 5th May 2003, this makes the platform older than both Facebook, Twitter and Instagram. Linkedin is used to provide networking on a professional level. It even has different areas of the site, such as LinkedIn Premium accounts for business, career, sales, and hiring, to help you connect with people who can help you on your work journey. "Last year, there were 20 million companies on the platform and 14 million open jobs." (Patefield, 2020)

LinkedIn allows for recruiters to headhunt potential candidates. Many recruitment agencies use the platform as a means to identify people who would be a good 'fit' for an opportunity they may have. You can increase your chances of being noticed by seeking endorsements from colleagues or clients in the

same way that you would put a reference on your CV. You can also set your status to 'actively looking for work', while its 'Jobs' section provides job alerts, job search, and salary checker facilities.

Linkedin also allows you to connect with businesses and people who are employed by the business to allow you to see information about the business to get more of an insight on the companies before you apply for them.

Examine the impact of Personal Branding on your own employability

The report writer will look at how personal branding helps them with their own employability and how having a good personal brand helps you get hired. The report writers role involves their skills to be showcased, showing previous work experience to show that they have the relevant experience when applying for roles is essential, a portfolio of work to showcase that they are able to do the job, an online website portfolio or sites such as dribbble or behance are great places to showcase work to potential employers. Some business expect case studies of previous work outlining the exact process taken when completing a design task, an online portfolio is a perfect way to scaffold a page with all the information gathered when completing tasks and also showcasing it as a website can be accessed from anywhere and does not need to be sent as a image or a readable file format. A way of differentiating yourself as a designer would be creating a brand presence such as a logo, a logo will help showcase your skills in logo design and also help make your brand recognisable and also make your personal brand stand out from any potential competition. Having a professional social media presence is essential when making yourself more employable, according to a 2018 CareerBuilder survey, "70 percent of employers use social media to screen candidates during the hiring process, and about 43 percent of employers use social media to check on current employees", this survey shows it is vital that your social media accounts are always kept professional or if you do not want people who are not close to you view them all content should be kept private.

Discuss personal and professional security and safety online.

The report writer will look at the importance of personal security and safety online and why it is more important now than it ever was due to the data we put online. There are many reasons why professional security and safety is important online. A survey by The Office for National Statistics (ONS) Crime Survey for England and Wales showed that there were an estimated 4.6 million fraud offences in the year ending March 2021, a 24% increase compared with 2020 figures. (Today's conveyancer, 2021). This statistic alone shows the importance of online security as personal information which could be detrimental to your professional presence as many factors such as money being stolen, data being used for malicious activity means your professional integrity could be compromised. Personal security and safety relates to your personal information, stolen data can be used for a number of different illegal activities, these can include creating fake identification, They can use data to apply for bank loans and credit cards, hack into online personal accounts and even breach your bank accounts as most people bank online. According to the latest stats, "27% of UK adults have an account with a digital-only bank. This represents an impressive 16% growth from January 2020 and a threefold increase compared to January 2019." (Petkova, 2021)

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