

## Digital Skills for Modern Workplaces

Employment-Oriented Hands-On Training for University Graduates









Brighter Beings, an initiative by IIM Alumni, offers high-quality personalized training on 'must-have professional skills' to prepare university graduates for excelling as professionals.

Our training includes hands-on modules around Google Workspace, Digital Communication tools, CRM tools. MS Office, real-life case studies, and placement preparation and assistance. The strength of our training lies in the fact that it is focused on enabling fresh graduates to adapt and perform in the everchanging and dynamic work environment.



## Our Offering Digital Skills for Modern Workplaces

#### Equipping Students for Modern Workplaces

#### Modern workplaces are different.

They communicate differently. They are demanding. They are tech-driven. They are fast-paced. They are dynamic. Thus, they need different competencies.

This program is a hands-on workshop aimed at training university graduates on Workplace Digital Technologies and preparing them for these modern workplaces.

It makes them 5X more productive by enabling them to communicate effectively, work collaboratively, and perform efficiently by using these technologies in their day-to-day university life. It also improves their employability quotient significantly as these skills give them a huge advantage when applying for jobs at new-age companies.

Do join us to get introduced to the world of modern-day tools and technologies and transform your students into **Future Ready Professionals.** 



## **Training Modules**

#### I. Overview of Digital Technologies Landscape (3 Hours)

Being well-versed in Digital Technologies can enhance the productivity of graduates manifolds as it aids in building and maintaining relationships with all stakeholders, collaboration, and increasing efficiency within teams.

This module will introduce the participants to the widely accepted and used tools in the industry. The major topics covered would be:

- What are Digital Technologies
- Broad categories of technologies
- Business function mapping with different technologies
- Future of Work: Key Trends

#### II. Mastering ChatGPT and the AI Tools (3 Hours)

In an increasingly AI-driven world, harnessing AI tools effectively has become pertinent for graduates for career advancement and staying competitive in diverse industries. This module will cover:

- · Introduction to AI and its use in business
- Keys to maximising ChatGPT's potential
- Key use cases for ChatGPT for MBA graduates
- Hands-on Exercises on ChatGPT

#### III. Handling Data using Google Sheets and MS Excel (6 Hours)

This module empowers participants with data management and analytical skills. The sessions will be aligned as follows:

#### Session I. Hands-on practice on Google Sheets

• Basic functions: Sum, Average, Min-Max, Count, Conditional Formatting, Filter and sorting, and Data Validation.

#### Session II. Visualizations with Google Sheets

- Charts & Graphs
- Session III. Hands-on practice on Google Sheets:
  - Advance Functions: Pivot, VLOOKUP, HLOOKUP, SLICER
- Session IV. Google Sheets Integrations
  - Automation using sheets

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#### IV. Streamlining Business Operations with Google Workspace (4 Hours)

In order to equip the students with practical knowledge to harness the full potential of Google Workspace, this module has been designed as a perfect mix of interactive sessions and hands-on activities.

The topics covered would be around Google Workspace Tools like Drive, Forms & Surveys, Google Calendar, Google Meet, Google Slides, Google Docs, and deploying different tools together to automate processes.

#### V. Business Automation using CRMs (6 hours)

This module would cover the following:

- Different stages of customer journey and the use of CRM in each stage
- Types of CRMs and the hygiene factors while using CRMs
- Hubspot Hubs: Sales Hub, Marketing Hub, Service Hub, Automation Hub
- Reports & Analytics in HubSpot
- HubSpot Certifications Overview and CRM Job Roles

#### VI. Real Time LinkedIn Profile Optimisation and CV Curation (2 Hours)

To thrive in the digital age, where a strong online presence is crucial, this module empowers students to craft impressive LinkedIn profiles and resumes. These tools can make them more appealing to potential employers and open up job opportunities. Moreover, it aids in expanding their professional network.

#### VII. Mastering Email Marketing and Communication (6 Hours)

Emails remain a fundamental mode of business communication and marketing. Effective email writing ensures clear and concise communication, fostering strong professional relationships and conveying a positive impression to recipients.

This module will provide essential guidance around the following:

- Essential email etiquette
- Hands-on practice in email writing for different situations
- Email Formatting and Styling through tools like Mailchimp
- Working with MailChimp (Campaigns Management, A/B Testing, Reports & Analytics)

## **Expected Outcomes** from the program



After completing this program, participants will:

- Become familiar with tools and technologies deployed at modern-day workplaces
- Gain efficiency-enhancing hands-on experience in using these technologies
- Understand where to use which technology to optimize, automate or delegate the work
- Equip themselves with skills required for employment in high-growth corporate roles

The outcome of this program is a high-performing corporateready university graduate who has exposure to the latest work-efficiency tools and can deploy them to deliver results.

### Deliverables

- Hands-on Practical Learning
- Individual Review and Feedback
- Interview Preparation
- Optimised LinkedIn Profile and Resume

## Execution Plan

- This is a hands-on workshop done with a cohort of 30-40 students.
- The total duration of the sessions in the workshop is 30 hours and will be covered in two weeks time.

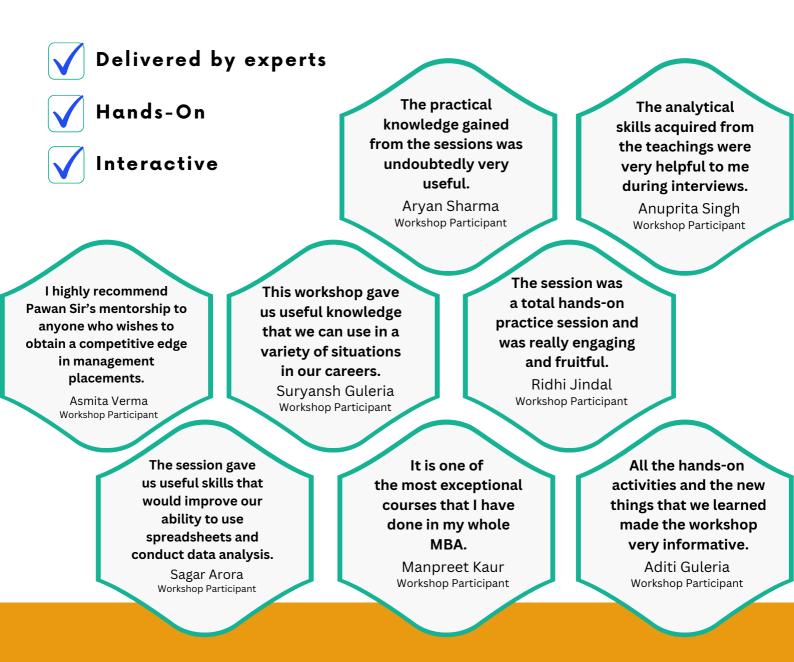
## Infrastructure Required

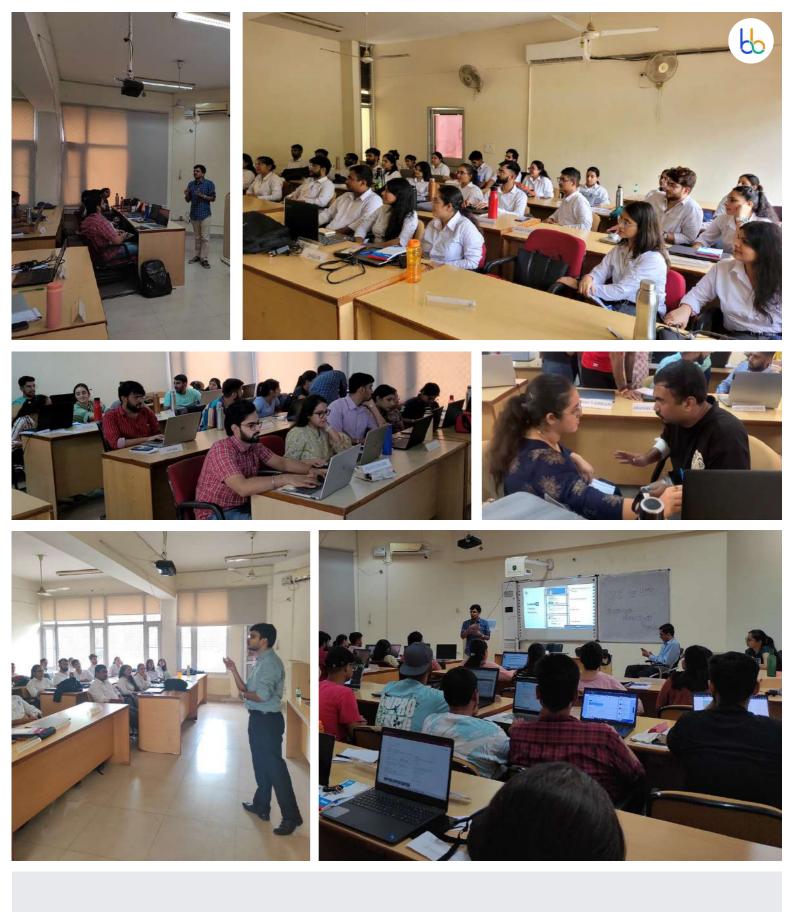
#### Participant Laptops



## HEAR FROM OUR WORKSHOP PARTICIPANTS

The workshop has been receiving highly positive feedback from students across different institutions. They have particularly liked the teaching methods and relevance of the content.





## **Glimpses** from our past workshops

www.brighterbeings.com | An initiative by IIM Alumni





# **Contact Us** for more details







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