

# ERASMUS+ PROJECT

## **DIGI** GEN

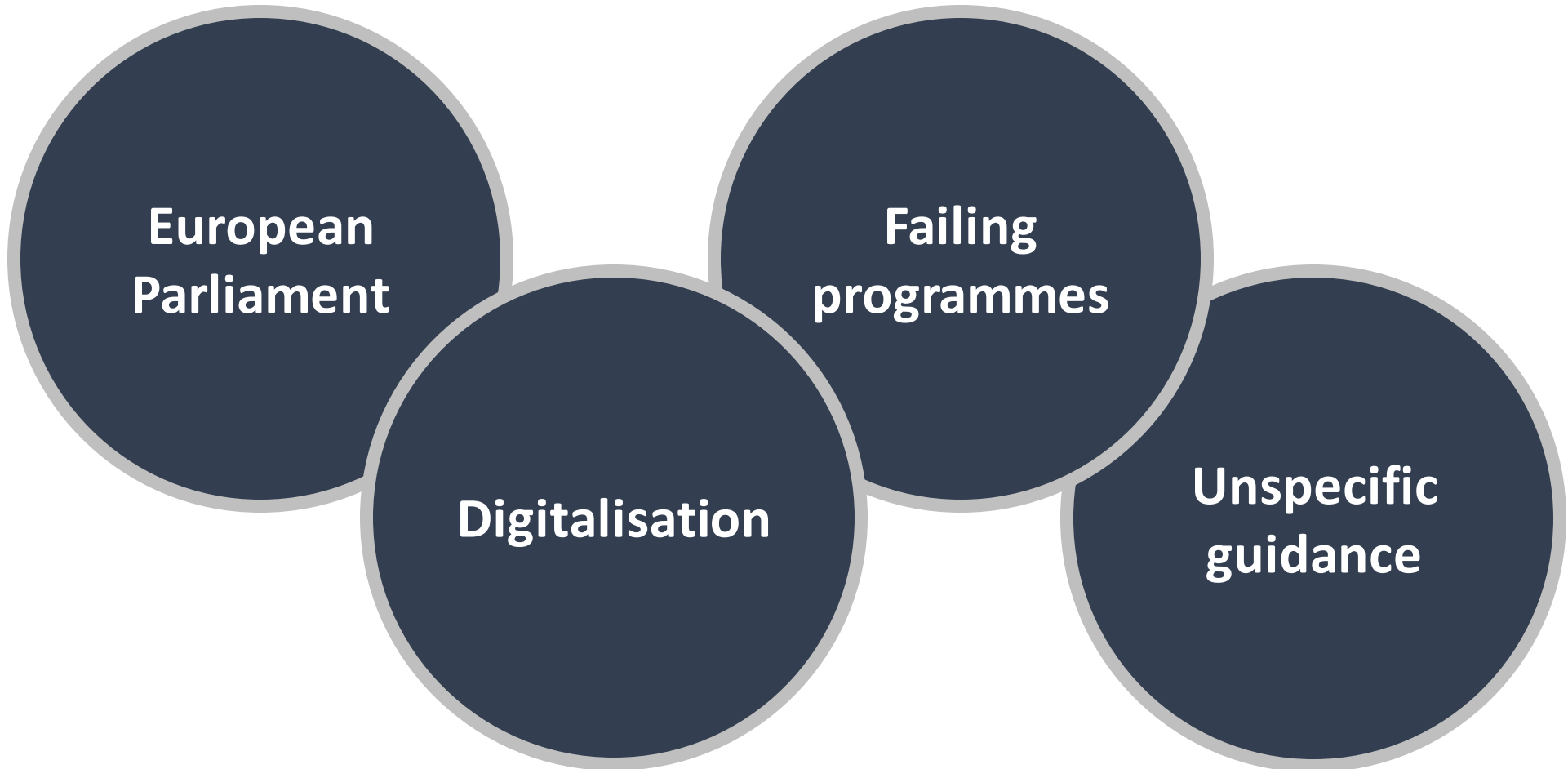
*Professional career guidance for women in management positions in the field of digital competencies*

**INTERIM REPORT**



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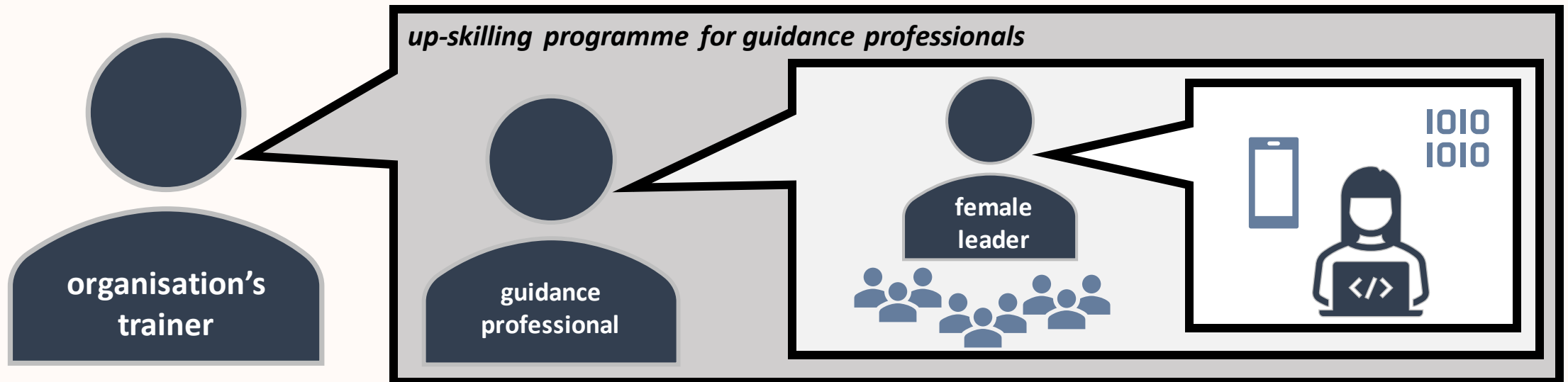
# Why?



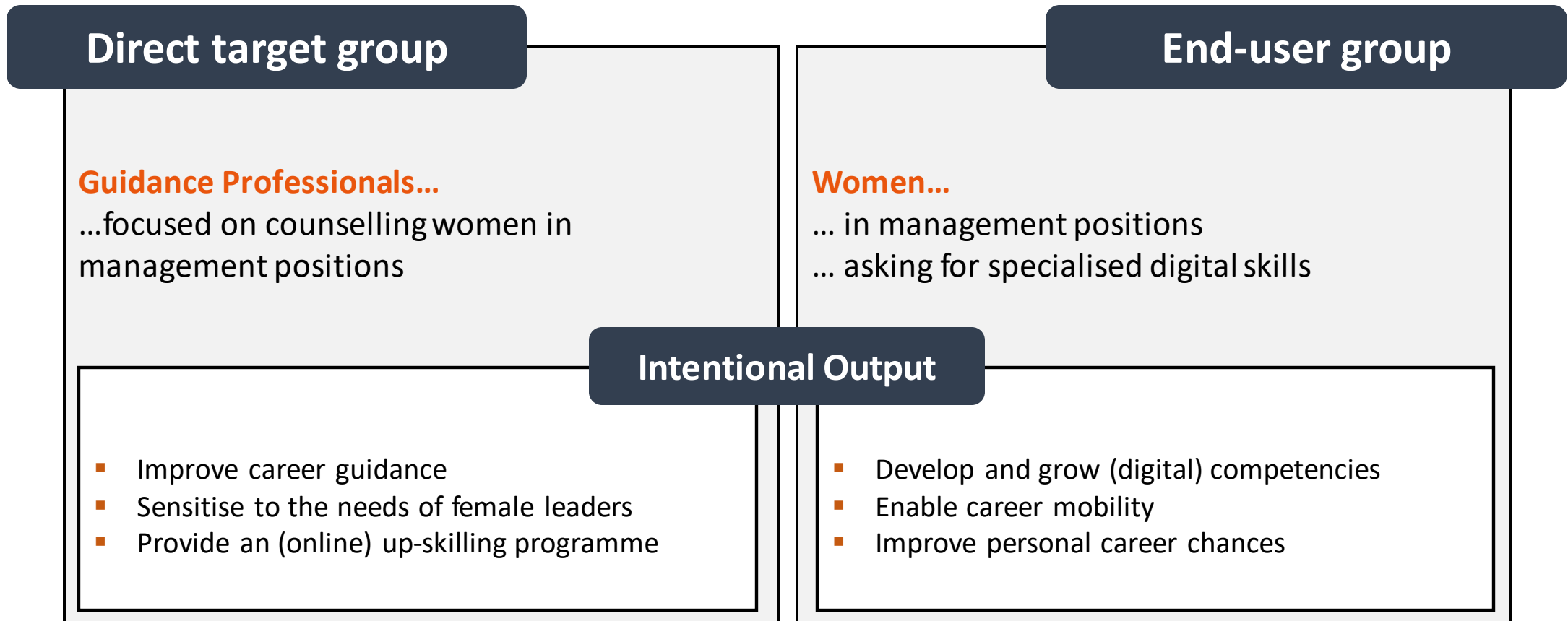
# What?

- ...developing, piloting, and evaluating an **up-skilling programme** for **guidance professionals** regarding the **needs of women in management positions** in terms of **digital competencies**.

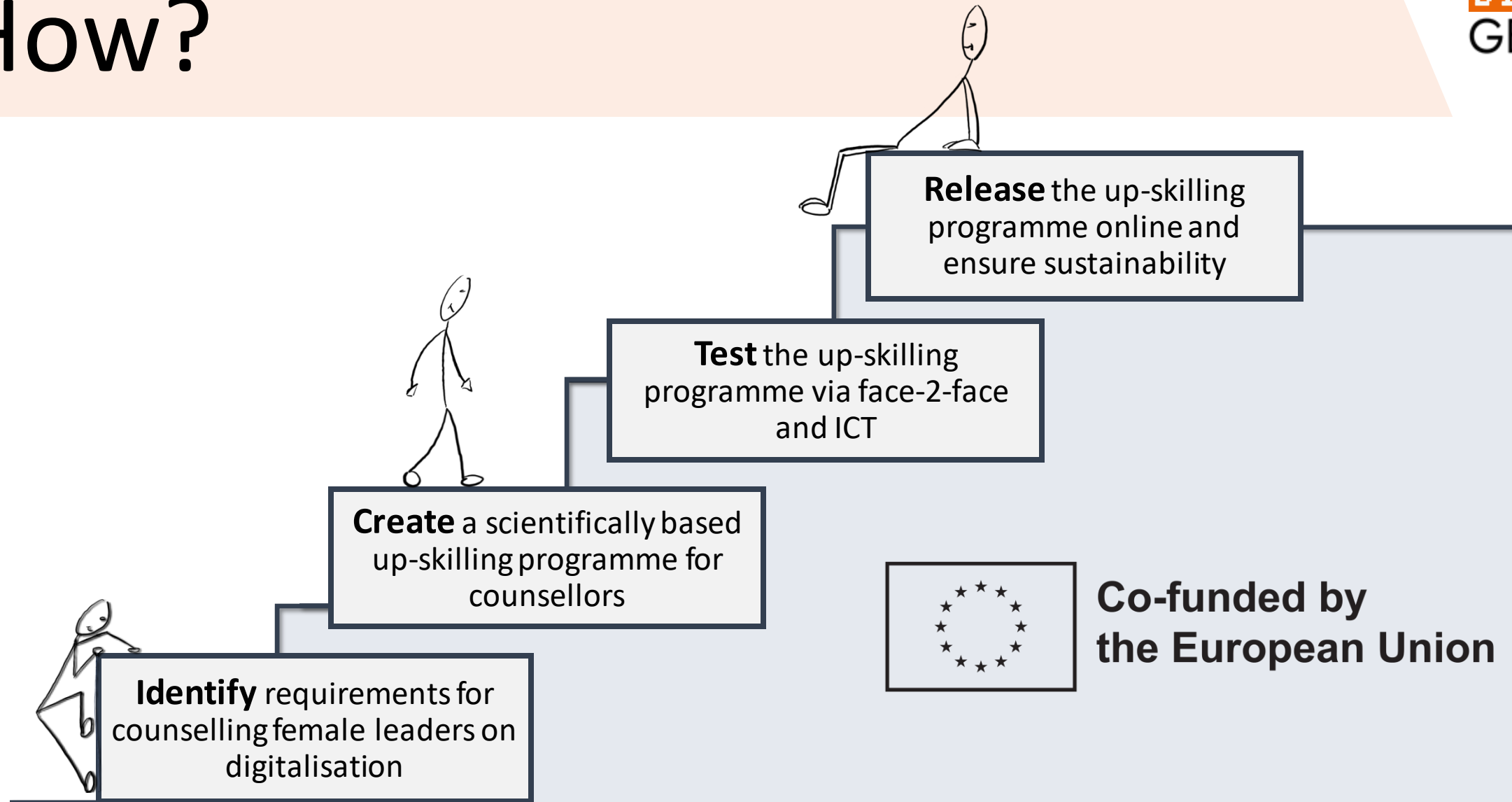
**DIGIGEN's project outcomes** (*implementable by any educational or other organisation*)



# For whom?



# How?



# COMPETENCE PROFIL (RESEARCH)

*“Identify requirements for counselling female leaders on digitalisation”*

# Method

## LITERATURE REVIEW

- Three national reports on:
  - *changes in leadership due to digitalisation*
  - *laws/programs to promote female leadership*
  - *digital competencies for leaders*
  - *qualification measures to learn digital skills*
  - *counselling approaches for female leaders*
- One comparative report

## NEEDS ANALYSIS

- **Guidance professionals** ▪  
*semi-structured interviews*

Germany: 18 ▪

Hungary: 11 ▪

Netherlands: 22 ▪

- **Female leaders** ▪  
*semi-structured questionnaire*

Germany: 25 ▪

Hungary: 43 ▪

Netherlands: 36 ▪

# Literature Review

NOT COUNTRY-SPECIFIC

## Changes in leadership due to digitalisation

- **YES**; but differing opinions on the impact on female leaders

## Laws/programs to promote female leadership

- **YES**; but there is still a leadership gap

## Digital competencies for leaders

- **YES**; tool-specific skills + core competencies + contextual competencies

## Qualification measures to learn digital skills

- **YES**; but gender-non-specific and barely competence-centred

## Counselling approaches for digital female leaders

- **NO**; so far, no integration of females, leadership, digitalisation and counselling exists



# Needs Analysis

## DIGITAL LEADERSHIP

- Awareness of the changes impacted by digitalisation; mostly tools *(both)*
- No differences between men and women observed; but stereotypes *(guidance professionals)*
- Female leaders focus more on interaction VS male leaders are more open to digital solutions *(female leaders)*

## FEMALE LEADERSHIP

- Low awareness of support programmes; mostly company-specific *(both)*

## COUNSELLING APPROACH

- Individually AND tool-specific skills AND learning by doing *(both)*
- Positive Psychology *(guidance professionals)*
- Women-to-women mentors *(female leaders)*

# Conclusion

## **DIGITAL LEADERSHIP**

Increase awareness of core and contextual digital skills!

## **FEMALE LEADERSHIP**

Empower women (and companies) to utilise digitalisation as a resource for female careers!

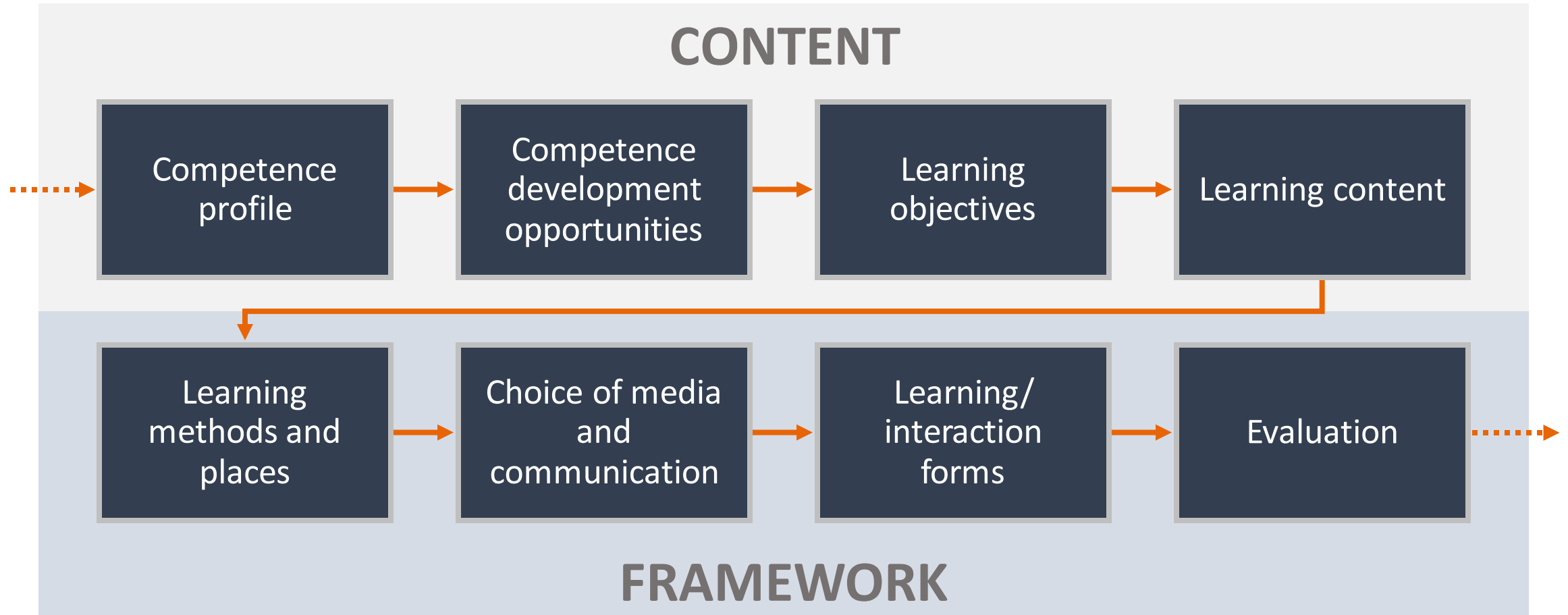
## **COUNSELLING APPROACH**

Enable guidance professionals to support women with professional counselling adapted to the needs of (soon-to-be) female leaders!

# UP-SKILLING PROGRAMME

*“Create a scientifically based up-skilling programme for counsellors”*

# Concept development



# Framework

## SCOPE

- certifiable by accreditation standards
- for experienced professionals
- 5 ETCS (~ 125 hours)

- 5 topics (~ 20 hours)
- Learning Outcomes & Objectives
- Teaching competencies of counselling

## CONTENT

## DIDACTICS

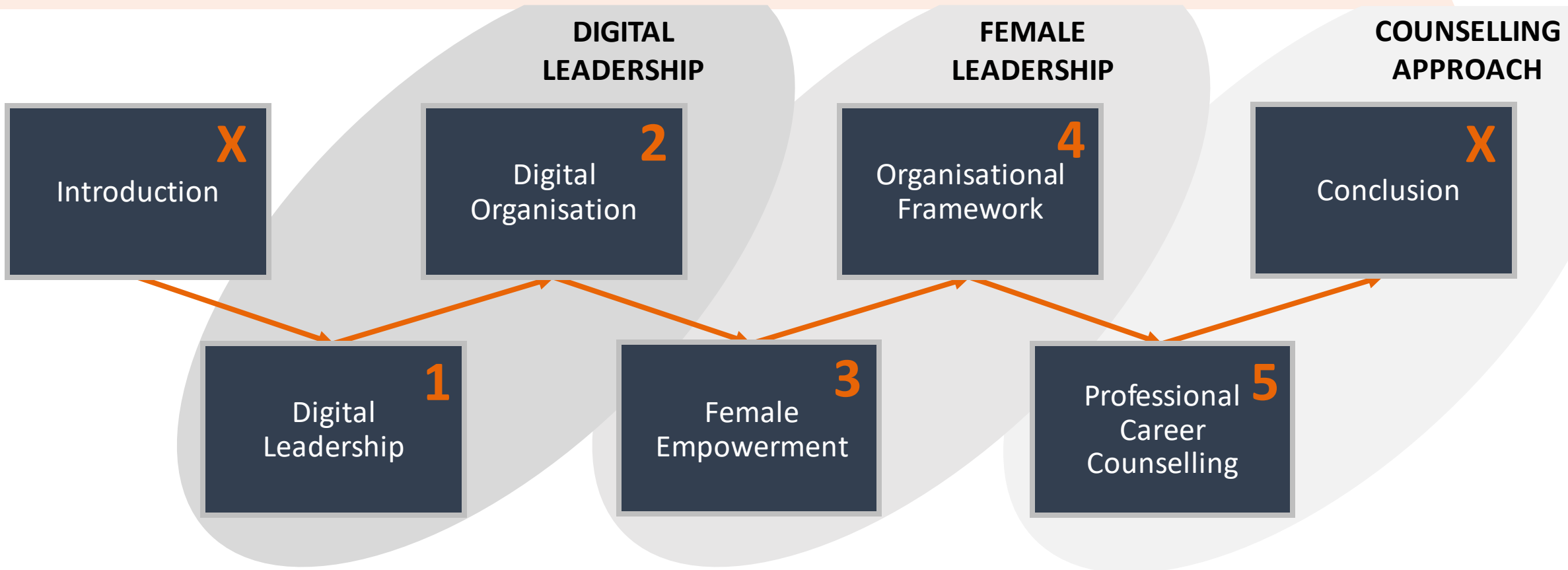
- Sharing best-practice and joint discussions
- Self-directed online course
- Face-to-face training

- Self-examination units
- Online participant resources
- Online trainer instructions & resources

## RESOURCES

### UP-SKILLING PROGRAMME

# Content



**Overall outcome:** participants are able to design their own counselling approach (according to their professional situation), incorporating current scientific findings in counselling and digital female leadership.

**TO BE CONTINUED...**

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Co-funded by  
the European Union

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ERASMUS+ DIGIGEN Project Ref. No. 2021-1-DE02-KA220-VET-000025335

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