



Profile of the Digital Coach

INNOVATION PROMOTER FOR THE DIGITAL TRANSFORMATION

</Digital Transformation>

Wide-ranging organisational changes
High level of complexity
Focus on human resources

Looking at all the areas of work that are affected by digitalisation, one can easily feel overwhelmed. Starting from transforming analogue data, processes and actions into a digital format (i.e. **digitisation**) to changing and adapting whole business models (i.e. **digitalisation**), digital technologies offer uncountable possibilities for providing new revenue and producing value. These changes in the working environment are also **influencing the people** working with these new technologies as well as the companies and businesses they are working in.

In order to successfully implement the relevant concept for digital transformation (here: the maturity model ADAPTION and the approach of the learning factory), the following two target groups need to be qualified in this EU project:

- (1) **internal innovation promoters and**
- (2) **external innovation experts or promoters.**

Internal innovation promoters are members of an organisation who have the task of analysing and further developing the innovative capacity of an organisation in relation to the digital transformation directly on site. They can achieve this, for example, with the help of a corresponding dialogue-based, participatory process together with the employees and the managers who take on the task of the expert or power promoter.

With the help of the respective expert promoters, they can explore the possibilities and limits of using digital solutions.

</Digital Coaches>

Internal and external promoters of the digital transformation

External innovation promoters are, for example, innovation or technology advisors from chambers of industry and commerce or chambers of crafts as well as organisational members of research institutions, universities, other (further) education institutions or employers' associations and trade unions.

The internal innovation promoters can be supported by the external innovation experts. The latter have, for example, the knowledge of funding opportunities for certain digital technologies as well as the corresponding network.

Profile of the Digital Coach

</ Qualification of Digital Coaches >

In the broadest sense, the external innovation experts offer a new service to interested organisations. The next step is to clarify which concrete offers this service includes and how the quality of this service can be guaranteed.

The common goal of internal and external innovation promoters can be to uncover the state of a company in relation to the digital transformation (e.g. with the maturity model ADAPTION) and to initiate the necessary steps so that the digital transformation of a specific organisation succeeds.



In order for the digital coach to be able to fulfil his or her tasks, **self-learning modules** are being developed on the following topics, which serve as the basis for the digital coach qualification:

- 01 Quality management and process optimisation as the basis for digitalisation in companies,
- 02 Challenges of Industry 4.0 for young entrepreneurs
- 03 Maturity model in the field of Industry 4.0
- 04 Corporate strategy for digital transformation and agile project management
- 05 Possibilities and limits of learning transfer as well as learning location cooperation
- 06 Value creation processes as starting points for digitalisation
- 07 Strategies for ensuring the acceptance of digital solutions in companies
- 08 Limits and possibilities of participation in the implementation of digital solutions
- 09 Development of new business models against the background of digitalisation
- 10 Corporate cooperation for the implementation of digital solutions

</ Project profile >

Project name:	Digitaler Coach (Digital Coach)
Funding:	European Commission 100%
Program:	Erasmus+
Key action/Field:	KA2: Cooperation for Innovation and the Exchange of Good Practices / Strategic Partnerships in the field of education, training and youth
Duration:	September 2020 to August 2023
Partner countries:	Bulgaria, Germany, Greece, Hungary

</ Project leader >



Ruhr-University Bochum
 Institute for Work Science
 Universitaetsstrasse 150, D-44780 Bochum
www.iaw.rub.de

Prof. Dr. Martin Kroell
 Tel.: +49 (0) 234 32-23293
 Email: martin.kroell@rub.de

Kristina Burova-Kessler
 Tel.: +49 (0)234 32-27 046
 Email: burova.kristina@rub.de