

Professional Career Guidance for Women in Management Positions in the field of Digital Competences

Upskilling programme

**DIGI
GEN**



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Agenda

- Start
- Introduction
- Problem based learning
- Discussion task
- Pilot case endit
- Feedback and wrap up

The bigger team



Learning outcomes

- After attendance, participants of the workshop will after attendance:
 - develop a better understanding of the **importance** of increasing attention to the **digital skills of women in management positions**;
 - develop a better understanding of **changes in leadership due to digitalisation**;
 - develop a better understanding of the importance of the **empowerment of women** (and companies) to utilise digitalization as a resource for female careers;
 - develop **skills to support women** with professional counselling adapted to the needs of (soon-to-be) female leaders;
 - have gained a clear **insight in** the scope, content, didactics and resources of the **DigiGen upskilling programme**;
 - experienced the quality and impact of the **up-skilling exercises** developed in the context of the project.

DIGIGEN

ERASMUS+ PROJECT

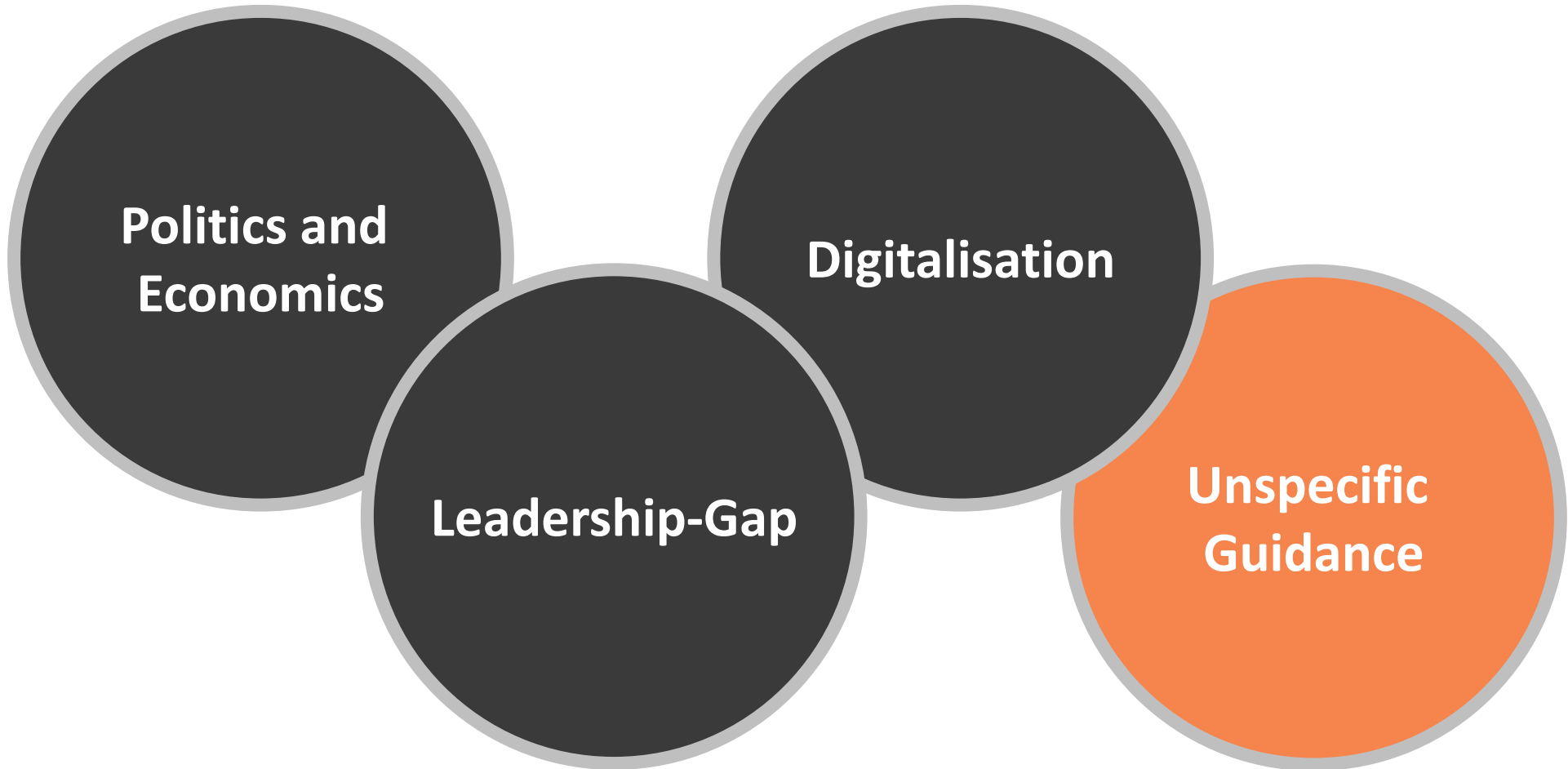
Professional career guidance for women in management positions in the field of digital competencies

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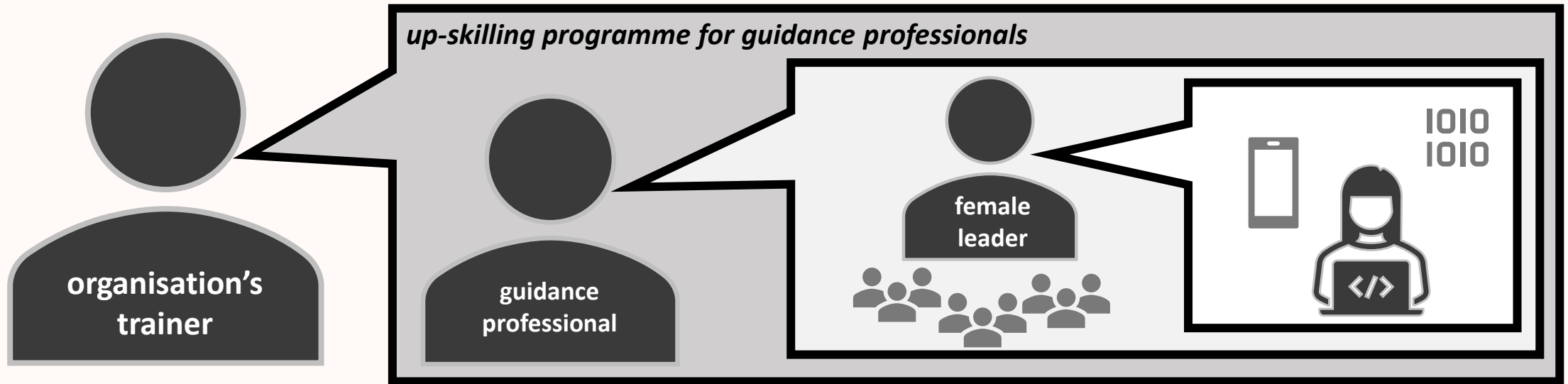
Why?



Idea

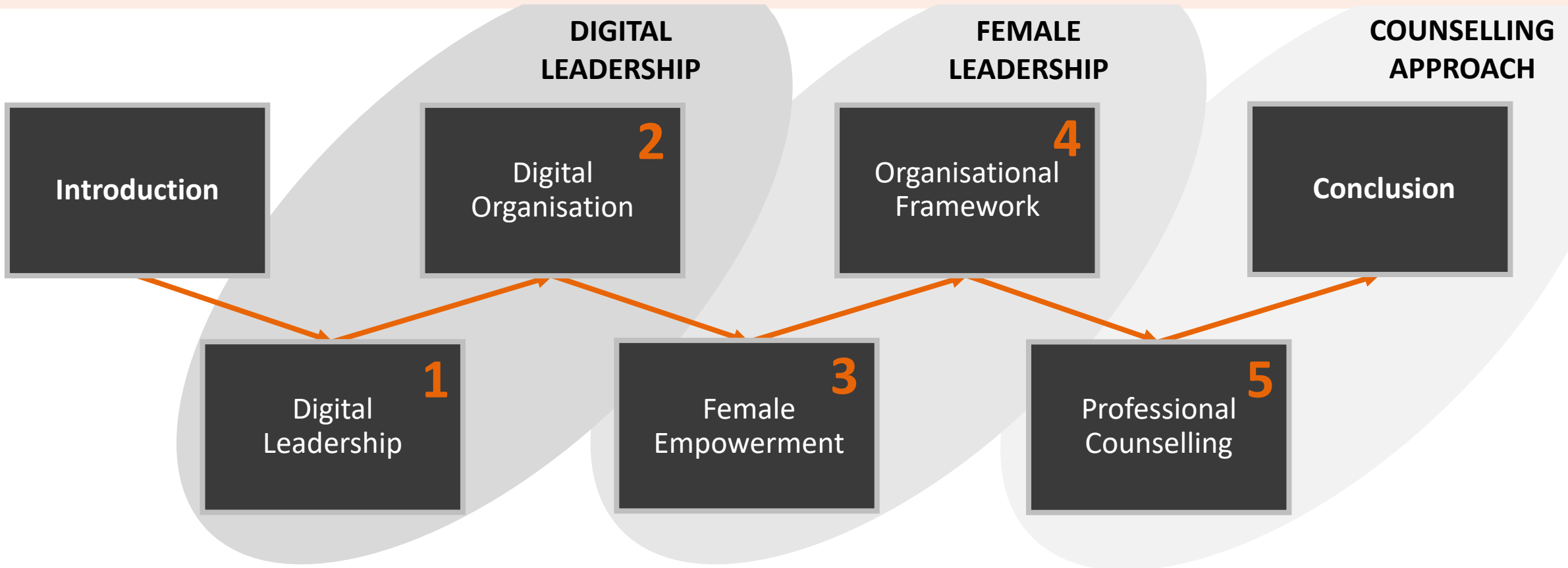
- ...developing, piloting, and evaluating an **up-skilling programme** for **guidance professionals** regarding the **needs of women in management positions** in terms of **digital competencies**.

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



UP-SKILLING- PROGRAMME

Topics



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.

1 Digital Leadership

- Familiarization with the classification and concepts of traditional leadership theories and approaches
- Elaboration and discussion of new leadership theories and approaches and their impact on female leadership
- Elaboration and discussion of digital leadership competencies and their impact on female leadership

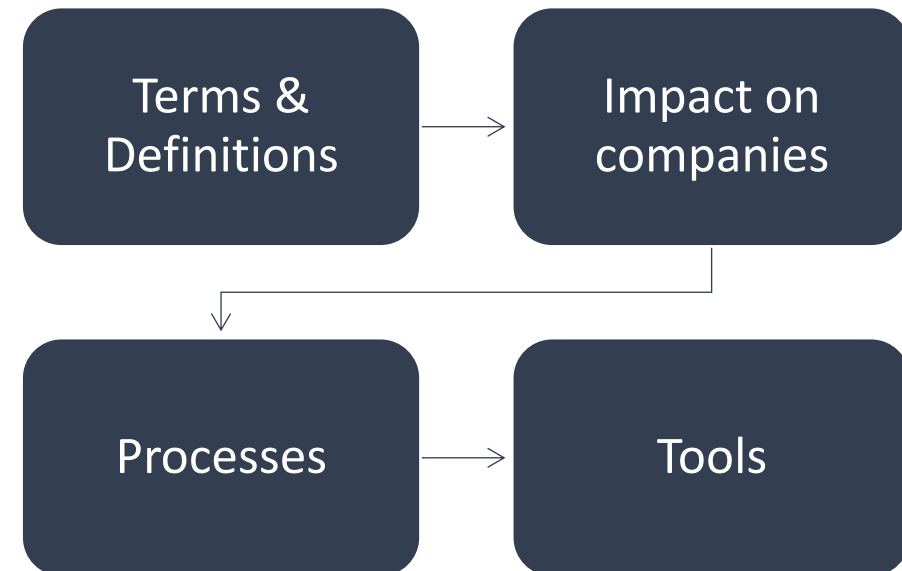
BREAKING NEWS

“In today's **digitalised world**, stereotypical **female strengths** such as **openness**, the ability to reflect, **empathy**, and **moderation skills** are in **demand** more than ever before. These stereotypical female skills **shape the standards applied to leaders** today.”

Reimer/Önaran (2020)

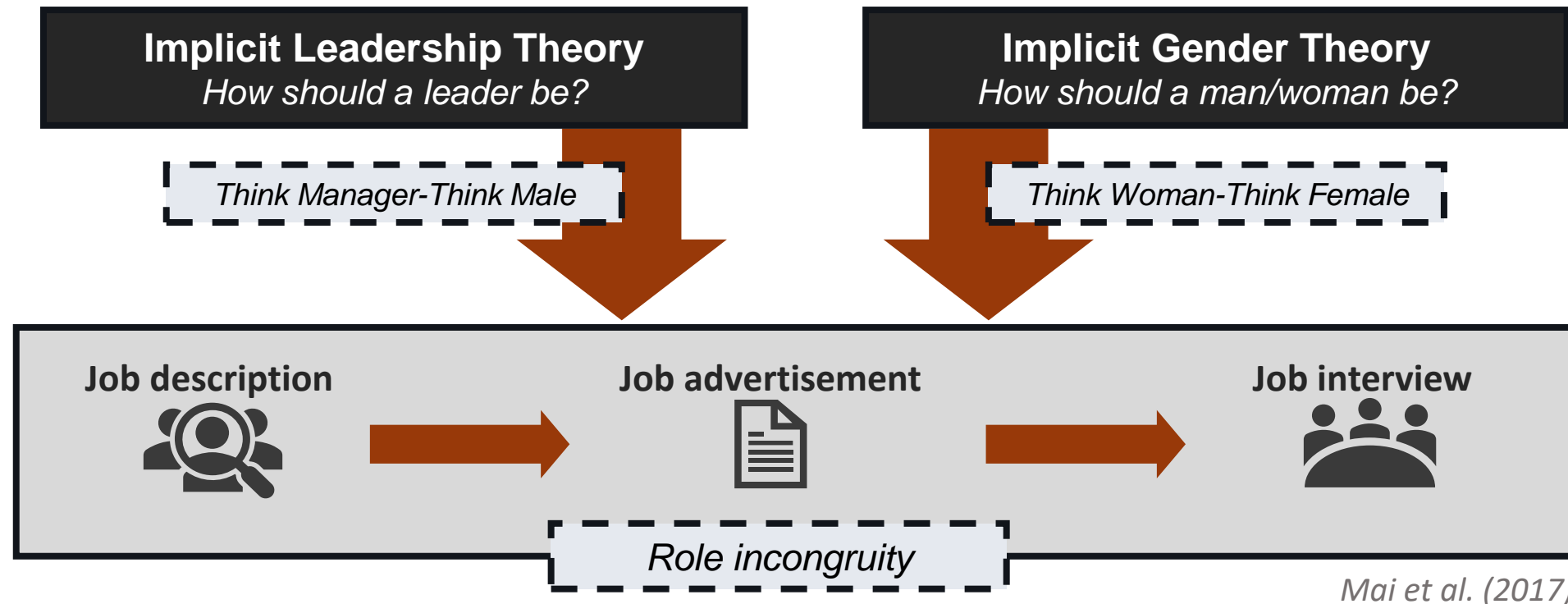
2 Digital Organisation

- Digitalisation & digital transformation
- Modern technologies for SMEs
- Knowledge management (tools)
- Workflow management (tools)
- Data management (tools)
- Digital Leadership



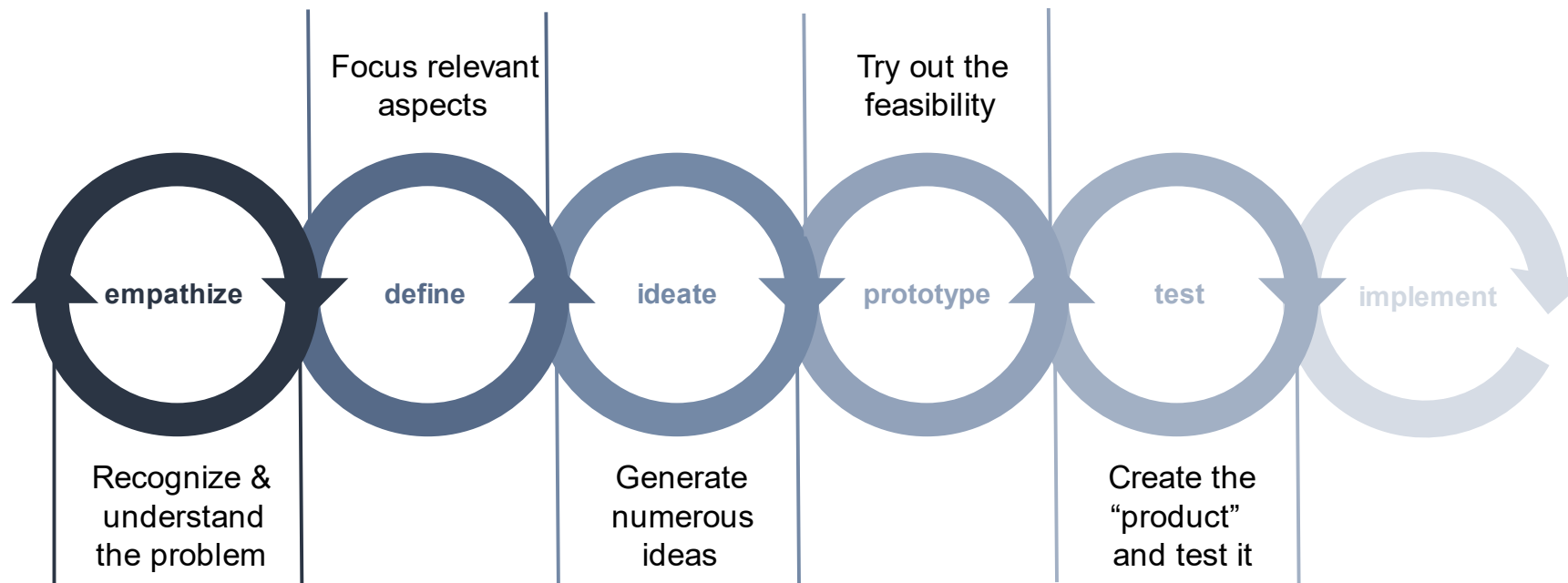
3 Female Empowerment

- Stereotypes and unconscious Bias
- Impact of implicit leadership theories
- Role incongruity in guidance
- Mentoring



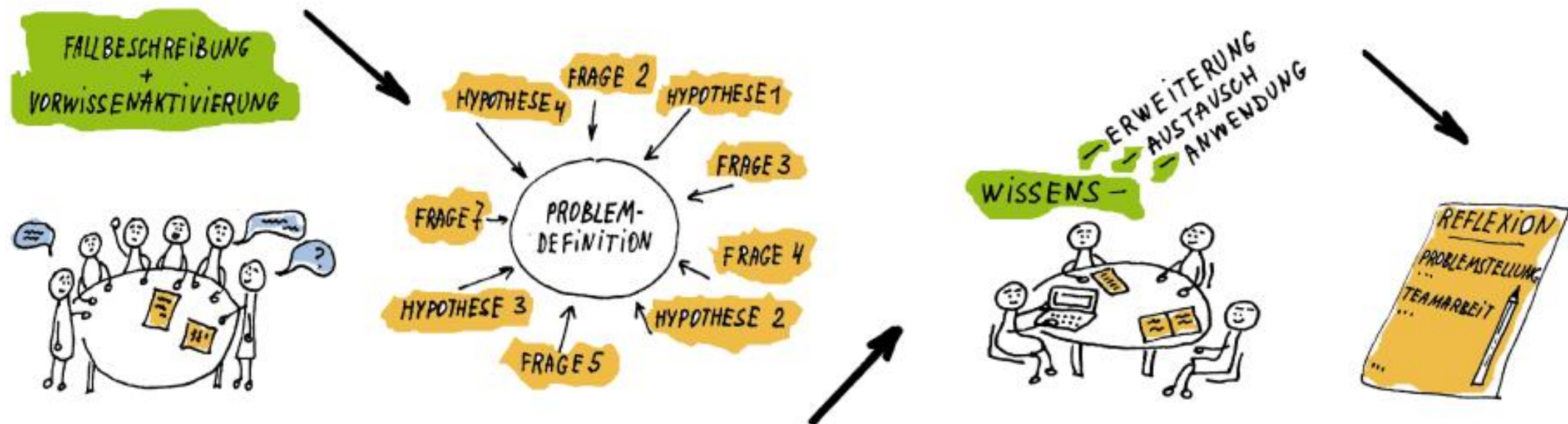
4 Organisational Framework

- Conditions for change in/around/of organisations
- Change management as an opportunity for counselling
- Design Thinking as a method for guidance professionals (with workshop)



5 Professional Counselling

- scientific and practical approaches to counselling
- Problem-based learning with case studies



Professional guidance

Method

Traditional education

The teacher determines what the student should learn

Students memorise knowledge

The teacher shows how the student can apply knowledge

Problem-based learning

Teacher presents students with a problem

The student determines the knowledge needed to solve the problem

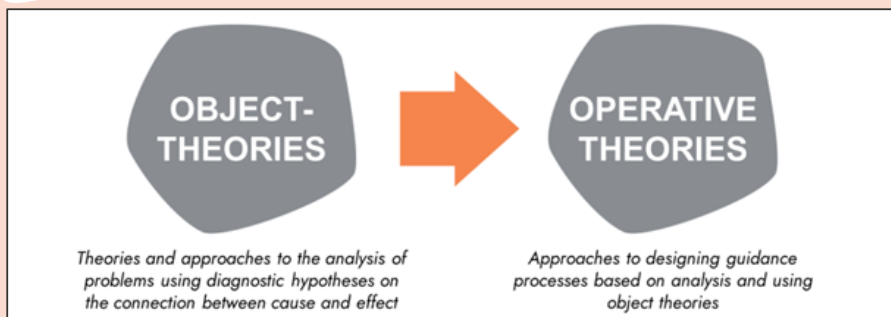
Students learn by applying the knowledge to the problem themselves

The seven-step approach (Problem-based learning)



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1. Define the problem/issue/question
2. Establish what is needed for the solution
3. Coming up with solutions
4. Create and test the best solution
5. Evaluate results
6. Improving the solution
7. Sharing results



Professional guidance

Theory

Scientific perspective

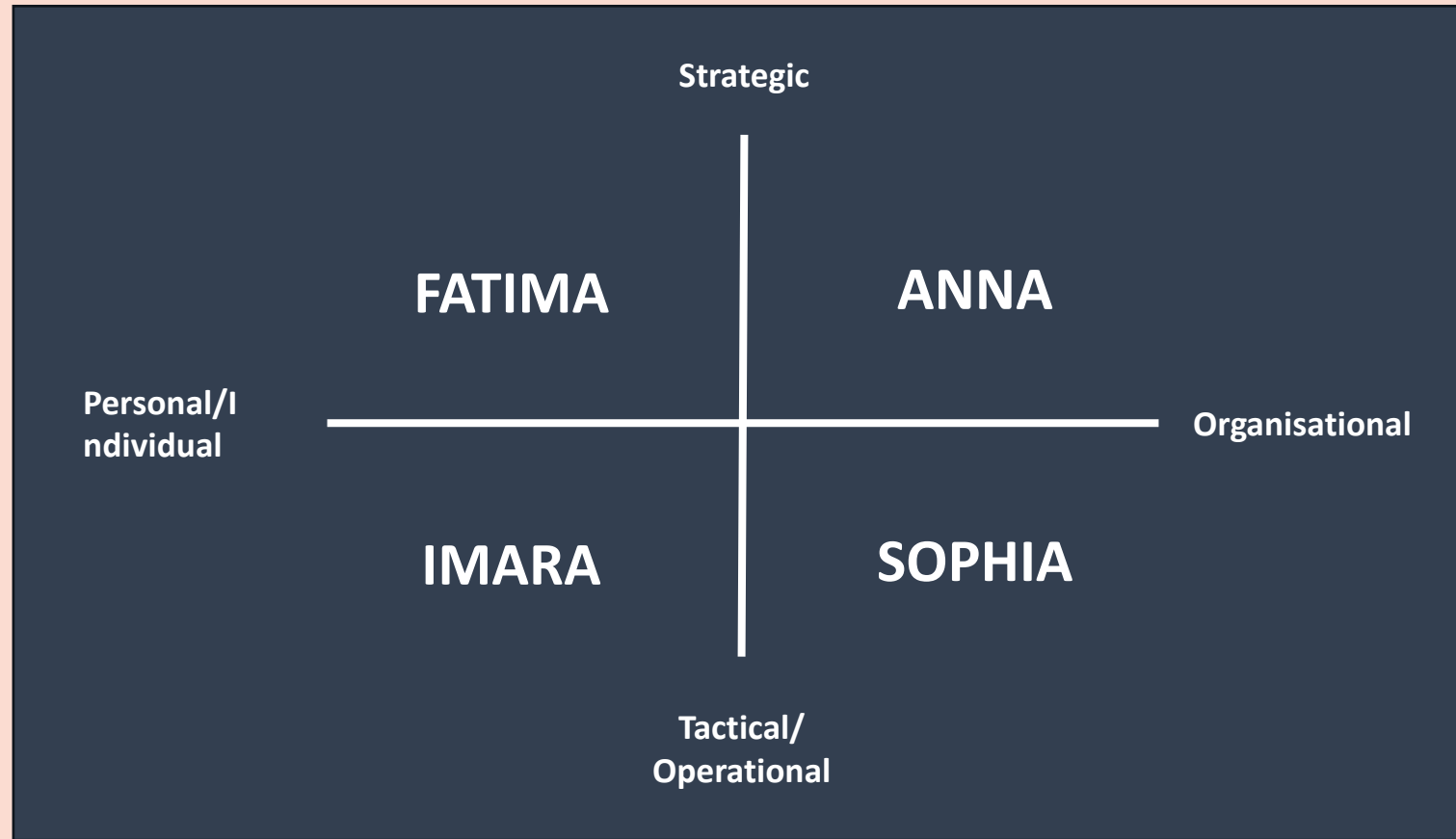
- Object theories (e.g. Holland, Super, Savickas, Krumboltz, Lent, Hall, etc.)
- Operational theories (e.g. basic principles of operational counselling, solution-focused counselling)

Practical perspective

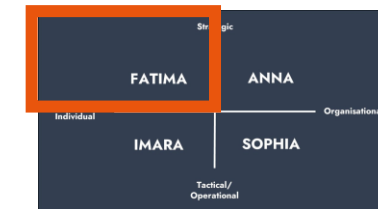
- Background topics
 - Introduction on resistance and neuropsychology
- Focus on the female leader (mindset, undercurrent, core qualities, drama triangle)
- Behaviour change interventions: Theory U, Appreciative Approach, Motivational Interviewing

FOUR CASES

Your task of Problem-Based Learning



For example



Your professional context:

Your organisation specialises in HR services in SMEs (small and medium-sized enterprises) and provides staff planning support.

Case Fatima

Operations manager at SME manufacturing company. <500 employees. Age 40+.

Issue

Ambition to digitise production (operations) and motivate employees to embrace change.

Dilemma

Much resistance among employees (limited digital skills, fear of change, fear of job loss). A culture change is needed among employees.

Career question

How can I overcome the above challenges and succeed in digital transformation, while boosting my career and enabling myself to be successful in my leadership role?



PERSPECTIVE OF A COLUMNIST

Column Annemarie Buckens:

“SOCIETY IS NOT READY FOR THIS TYPE OF WOMAN LEADERSHIP”

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“Last week I was offered a job. Not for one of the job seekers I supervise, but for myself. It happened in a packed room of employers during a lecture I gave on sustainable employability. A mouthy director shouted from row three that he still had a little task for me. A kind of *small* job.....especially that”
(diminutive)



DISCUSSION TASK

conclusion columnist

"The professional qualities that are valued in men are not always accepted in women. *Too strict, too bitchy*, too focussed on business. For many competent women, this is the reason to hold back. After all, who wants to be ostracised from the group with the label "iron lady" on their forehead? Therefore, dear managing director from row three, the women you are looking for your company are plentiful, but they are not so visible. They are holding back *until society is ready* for them."

Columnist Anne-Marije Buckens

DISCUSSION TASK

Exchange in groups (2-3 people);

“Professional qualities are labeled and valued differently among women and men”

Do you agree?

What can we do as career guidance professionals?

The logo for 'en dit' is centered on a large, vibrant orange rounded hexagon. The word 'en' is in a bold, black, lowercase sans-serif font, and 'dit' is in a bold, light blue, lowercase sans-serif font. The orange hexagon is layered over a light grey rounded hexagon on the left and a light peach rounded hexagon on the right, creating a sense of depth and movement.

en dit

We are endit (and this)

en dit



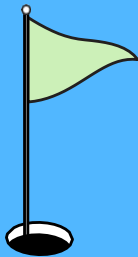
Our mission is to believe in creating opportunities that work. Our vision is to inspire for progress.

Who are we, our company is called **endit**, we are a national company.

We work for all sectors with employees at all levels of education.

We have over 45 career professionals working for us.

Endit is anders, dit doet echt iets voor je (and this is different, it really does something for you.



- Why participate in the DIGIGEN project?
- What does it mean for us as a career consultancy?
- What have we experienced?
- What has it brought us?



ONLINE- PLATFORM

Programme offer

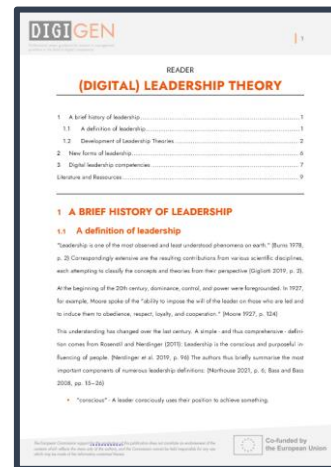
Step-by-Step Instruction



Structural Handbook



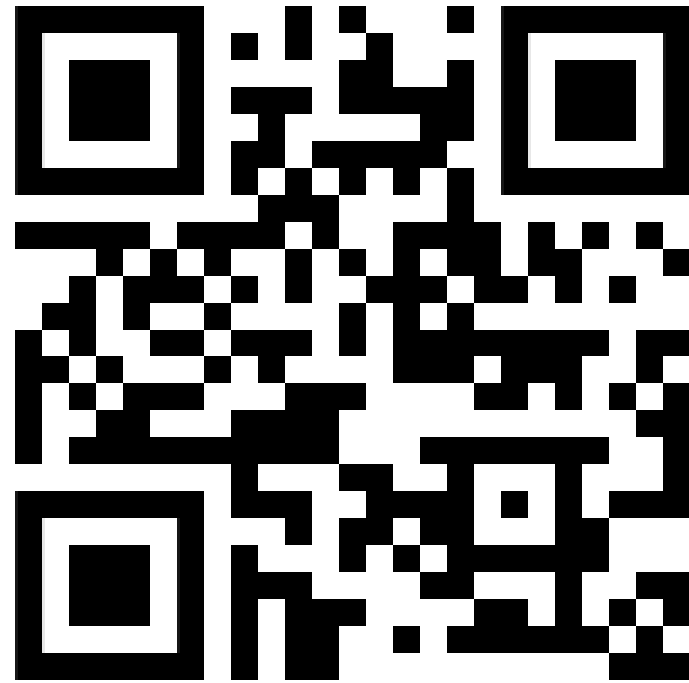
Reader with background info

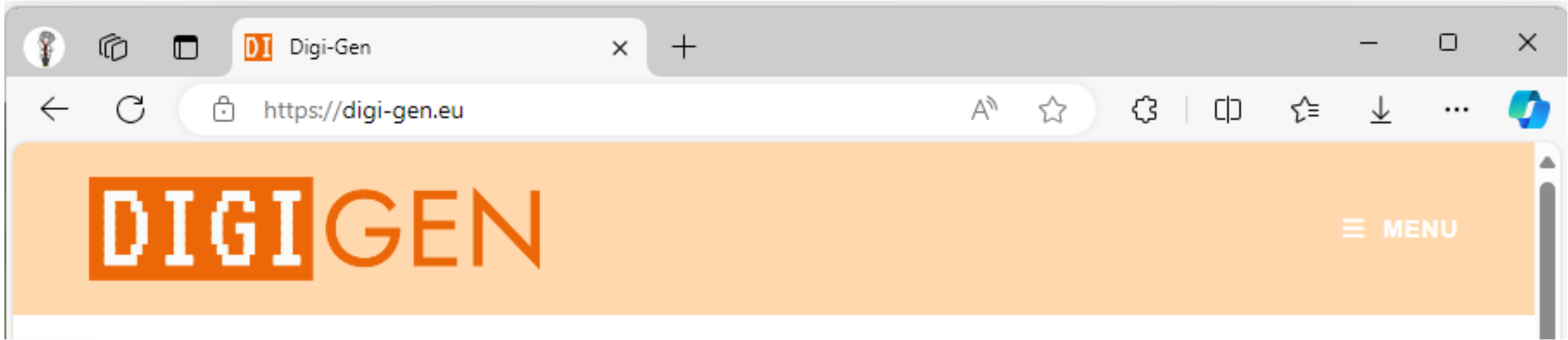


PowerPoint Presentation



SEE IT FOR YOURSELF!





<https://forms.office.com/e/Yggk4ES5nt>

FEEDBACK ON THE PLATFORM

<https://digi-gen.eu>



**THANK YOU
FOR YOUR
ATTENTION !**



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