



## DIGITAL CHAMPIONS PROGRAM: A WIN-WIN OPPORTUNITY FOR ORGANIZATIONS AND EMPLOYEES

# Introduction

In today's AI-driven era, organizations are transforming their approach to digital skills development through Digital Champions programs. These initiatives now go far beyond basic digital literacy, thus focusing on training employees in AI, advanced digital competencies, and data literacy. Moreover, a few years back, accelerated by the pandemic, the emergence of hybrid work underscored the urgent need for highly proficient digital skills, making digitization a cornerstone of success across industries. Also, Digital Champions programs are emerging as strategic efforts to empower individuals to lead digital transformation, foster innovation, and ensure digital safety within their organizations. By offering structured training and ongoing support, these programs not only enhance individual capabilities but also drive continuous improvement and high levels of employee engagement, benefiting both participants and their organizations.

## Digital Champions: Catalysts for Organizational Transformation

Within organizations, digital transformation is not just about adopting modern technologies. In fact, it is about fostering a culture of innovation and digital fluency all over the organization. So, a Digital Champions Program serves as a catalyst for this transformation by equipping employees with the knowledge and skills necessary to navigate the digital landscape confidently. By empowering employees to embrace digital tools, companies can accelerate their digital transformations and become more agile and efficient.

### Knowledge Sharing and Collaboration

One of the primary benefits of a Digital Champions Program is its ability to facilitate knowledge sharing and collaboration across departments and teams. Members of a Digital Champions Program should represent all areas of the business and all levels of employees. Through regular training sessions, workshops, and networking events such as "**Ask the IT expert**" sessions, Digital Champions can share their expertise, insights, and best practices with their colleagues. This sharing of knowledge not only helps to enhance the digital capabilities of employees but also fosters a culture of continuous learning and collaboration within the organization.

### Bridging the Skills Gap through Upskilling

Today, finding employees with the required digital skills is a struggle for many businesses. With the help of forming a Digital Champions Program, companies can bridge the skills gap by upskilling existing employees. Whether it is mastering data analytics or learning cyber security best practices, a Digital Champions Program can provide employees with the digital literacy they need to thrive in the digital age.

### Improve Employee Morale and Job Satisfaction for Loyalty and Retention

Increasing the digital acumen of employees makes for satisfied and engaged employees which are key criteria for an organization's success. Companies that form a Digital Champions Program that raises the digital acumen of employees and empowers them to take ownership of their digital development, will see an increase in their employee morale and job satisfaction which leads to increased pride in the organization and greater loyalty and retention



## Key responsibilities of a Digital Champions Program

The key responsibility of a Digital Champions Program is to help bridge an organization's digital gap by supporting others in the organization to become more digitally literate. This is typically done through advocacy and promotion, support and training and communication. Digital Champions foster the benefits of digital skills and promote the importance of being digitally connected. They provide training programs for the organization to develop essential digital skills and tailor support based on needs of the end-users. And they share progress updates about learnings, relevant policies and procedures, and continue to promote a culture of feedback and continuous improvement.

## Conclusion: Expected Outcomes of a Digital Champions Program

Eventually, a well-designed Digital Champions Program not only fosters a spirit of creativity but also empowers employees to experiment, take risks, and confidently innovate. By encouraging curiosity and enabling employees to bring their ideas to life with AI tools, organizations see morale soar and a willingness to embrace positive change. Digital Champions serve as role models, turning experimentation into capability and cultivating a forward-thinking culture where loyalty and retention are strengthened. As employees begin to embrace digital transformation and change their beliefs about technology, the organization lays the groundwork for continual advancement. At its core, a Digital Champions Program unlocks human potential by embedding AI into its structure, creating an evolving ecosystem of adaptation that keeps people at the center and drives meaningful, lasting change.

## About the Author



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Jeff Wildt is an accomplished IT professional with over 20 years of experience driving global technology strategies, transforming digital workplaces, and leading high-performing teams. Renowned for spearheading initiatives that enhance organizational productivity, reduce costs, and elevate employee experiences, while aligning technology innovations with strategic business goals. As a digital workplace consultant, Jeff has been transforming clients' environments by modernizing collaboration, streamlining workflows, and integrating DaaS models that deliver predictable costs, faster provisioning, and a more consistent employee experience.

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