**Training Fiche Template**

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| **Title** | ICT tools for digitalisation and Smart Working for SMEs | |
| **Keywords (meta tag)** | Remote Working, Smart Working, ICT Tools, SMEs | |
| **Provided by** | IT Solutions for All | |
| **Language** | English | |
| **Area** | Digital and online communication | X |
| Team and people engagement from home |  |
| Work-life balance |  |
| Self-well being |  |
| “How to boost your team productivity from home?” |  |
| Remote project management |  |
| Agile Management by Objectives |  |
| “Smart” self-efficacy |  |
| Leadership and Motivation in the Smart Working era |  |
| Teleworking: a selection of digital tools to manage your business |  |
| **Objectives / goals / learning outcomes** | | |
| In this course, you will learn about many of the most important ICT tools used by both large companies and SMEs. This includes different platform options for business management, communication and collaboration tools and tips to foster digital communication, so you can make the most of what technology and your team can offer. | | |
| **Description** | | |
| Current businesses have recently experimented an impressive technological development, boosting their productivity and efficiency as a result of the countless opportunities the digital world has to offer.  This course offers free, professional training with the aim of making your business an up-to-date and digitally effective one, through the use of different software, platform and apps related to management and business communication. | | |
| **Contents arranged in 3 levels** | | |
| 1. ICT tools for digitalisation and Smart Working for SMEs   * 1. Business management ICT tools      1. ICTs in businesses   Current technological development of present-day enterprises has reached an unprecedented level, to the point that, nowadays, it is almost unthinkable to have a business not benefitted from what ICT tools bring in. Therefore, it is necessary to know the chances that the Internet brings in order to manage and boost our business.  Business management is complex, requiring organisation and communication between all participants in a project, which can be difficult at times in a remote working environment, where several issues might arise. ICT offers a much-needed help in difficult management scenarios, so many tasks can become automatised or facilitated in order to improve working conditions and effectiveness.  These tools provide countless options and functionalities, in order to be accessible and adapt to several business profiles. However, since each business has different needs, research, and experimentation in order to find the ones that fit your business the best, are encouraged.   * + 1. Business management ICT tools for remote working   Business management ICT tools include any software, platform, app or service that enables a follow-up and management of activities, resources, tasks and projects of our business. Good management produces better performance, swiftness and effectiveness in our results, hence its importance.  These tools offer a wide range of options, whether on free, paid and premium services, both for large-sized companies and SMEs. The best ICT tools and services for business management within a remote work context are listed below:   * CRM: A CRM (which stands for “Customer Relationship Management”) is a service that allows its users to centralise all interactions between an enterprise and its clients in only one database. In this way, customer acquisition campaigns, commercial actions and tasks alike can be easily managed. A CRM is a great ally regarding customer and after-sale services.   Among the most-used CRM software we can find:  -HubSpot: used mainly to implement marketing strategies. Organises client and associate information via different channels.  -SalesForce: a solution for client relationship management that brings together both companies and clients. This integrated CRM gives all your departments (marketing, sales, commerce and services) with one view of each customer.  -Zoho CRM: this client relation management software enables a swifter and more efficient administration.   * Management and team tools: A correct task distribution is key when it comes to business management, since it improves workers’ performance. In order to guarantee it, there are some TIC tools that can help project planning.   -Asana: offers details on tasks and projects and implements communication, organisation and planning in order to achieve team success.  -Trello: organises tools via Kanban tables, which allows for an enjoyable view of teamwork management.   * Others: As we mentioned before, there is a whole array of ICT tools that can improve business management, so many, it would be nearly impossible to name all of them in a list. Some of the most useful ones can be found below:   -Team Viewer: enables remote access to other devices. Therefore, users can share and control their desktops, make online meetings, videoconferences and transfer files.  -Dropbox: one of the most known cloud storages apps, it allows users to save and share files from the users’ own virtual hard drives, so your files are safe and accessible from any compatible device.  There are platforms that encompass all these functions within the same software. Even though a specific platform for each task would be optimal, these centralised programs are still a great option for SMEs.   * Monday.com: allows for easy planning and management for most of the tasks of a business within the same workspace. This includes project and task management, CRM, marketing, design, human resources… * ClickUp: an all-in-one that offers project and file management, task lists, email, messaging, tracking and follow-up…On top of that, it is completely customisable, letting users import information from other projects and managers.   1. Communication and collaboration tools for remote working      1. Team management   A good team organisation is one of the most important factors to achieve commercial success. All workers must be united and in constant communication to perform all daily tasks in an effective and synchronised way.  There are several platforms to help us in this aspect, in a way they can boost communication and collaboration in a simple manner via software. Among the better-known work resources, we can find:   * Skype: considered the quintessential videoconference platform, it lets users video call, chat and meet with up to 50 people anywhere in the world. With both free and premium options, it is an optimal choice for any company. * Zoom: this cloud videoconference service is used to set up online meetings, which can be recorded. An all-rounding, professional option for SMEs. * Slack: a messaging app for companies, transforms communication within the team by bringing them together within the same platform. Slack enables conversation grouping, sorting them in threads or by topic for easier access to any team information available. * Weebex: this platform allows for meetings at any time or location and document checking and sharing. Fostering dynamic collaboration within the team.   1. Tips to improve digital communication while working remotely      1. Digital communication tips for SMEs   -Keep communication open: In order to guarantee proper management and work organisation, all team members must keep in touch. To do so, use videoconference platforms periodically, which will help clarify tasks and information, also fostering a healthy and dynamic work atmosphere within the team.  -Workload distribution: one of the most efficient ways of guaranteeing a good performance is analysing the strengths and weaknesses of each team member. In this way, said strengths can be put to use while the impact of weaknesses can be alleviated due to communication and teamwork. This will bring employees together as well as improve effectiveness and well-being within the staff. Make sure that every team member knows which tasks correspond to him/her while keeping a fair workload distribution. Set deadlines and a system of internal queries and communication.  -Feedback: assertive and effective communication must be maintained in order to achieve a good level of performance. Answer all emails and messages to let the sender know you have received them. Do not forget to include the subject in every email to speed their classification and management. Keep your workmates posted and do not forget to clarify any misunderstanding or doubt if needed.  -Plan and organise meetings in advance: in order to guarantee better effectiveness and organisation, calls must be notified and planned beforehand in order to avoid time incompatibilities (e.g., a staff member having to answer two calls at the same time).  -Make use of the right tools: having the necessary platforms, apps and resources is essential for ‘smart working’. Assess your team necessities and hire or install the services needed for the correct execution of tasks. | | |
| **Contents in bullet points** | | |
| 1. ICT tools for digitalisation and Smart Working for SMEs   * 1. Business management ICT tools      1. ICTs in businesses      2. Business management ICT tools for remote working   2. Communication and collaboration tools for remote working      1. Team management   3. Tips to improve digital communication while working remotely      1. Digital communication tips for SMEs | | |
| **5 glossary entries** | | |
| **SMART WORKING:** business management based on mobility, flexible schedules, team work and use of information and communication technologies.  **SMEs:** small and Medium-sized enterprises.  **ICT**: information and communication technologies  **DIGITAL COMMUNICATION:** knowledge and information exchange by means of digital tool use.  **CRM:** standing for ‘Customer Relationship Management’ and consisting of platforms that store and manage sales- and customer-related information. | | |
| **Bibliography and Further References** | | |
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| **5 multiple-choice self-assessment questions** | | |
| 1. Which of the following platforms is a communication and videoconference one? 2. Zoho CRM 3. Trello 4. **Skype**   2) Which type of platform is HubSpot?   1. **CRM** 2. A videoconference platform 3. A project management platform. 4. In order to boost digital communication, it is advisable to… 5. **Setting up periodic meetings.** 6. Foster individual work. 7. Not using ICT tools. 8. Which of those is not a videoconference platform?   a) Zoom  b) Skype  **c) Trello**  5) Which of these is an all-in-one platform?  a) Dropbox  **b) Monday.com**  c) TeamViewer | | |
| **Related Material** |  | |
| **Related PPT** | SWIFTSME\_Course 1\_ICT tools for digitalization and Smart working in SMEs\_EN | |
| **Reference Link** |  | |
| **Video in YouTube format (if any)** |  | |