Case Study

Get Control!® of Digital Transformation

How a Global Pharma Company Used TQ Tools to Boost Digital Proficiency by 30%

Introduction

One of the world's leading pharmaceutical companies created a Tech Champions mentoring program to boost digital proficiency with tools like Office 365 across the enterprise. At first, the Tech Champion mentors had limited success due to a reluctance to coach their peers. In partnership with Get Control, they developed an effective Tech Quotient Initiative (TQI). Tech Champions attended classes that included high impact tech tips and effective coaching strategies. Results were tracked and measured via the Tech Quotient Assessment tool (TQAT), which sorted participants into four TQ Profiles. Each Tech Type received training tailored to their profile.

Results: Participants reported an average digital proficiency gain of 30% and an increase in productivity of 12%.

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Challenge

The Digital Skills Gap is a challenge for organizations around the world. According to the Harris Poll, only 10% of knowledge workers are proficient with standard technology tools. One of our clients, a top-five global pharma company (GPC), identified the inefficient use of Office 365 as a significant productivity problem.

For example, GPC's 71,000 associates were struggling to:

- Know when to use the 365 desktop, browser, and mobile app formats.
- Make good use of newer apps like Teams, Planner, and Forms.
- Master advanced search, templates, dictation, and shortcuts.
- Organize and share digital files via OneDrive and SharePoint.

GPC developed an innovative Tech Champion Mentor Program. Tech-savvy colleagues were recruited to share digital best practices. Two problems emerged: 1) There was no way to measure tech proficiency, making it hard to document ROI and chart progress for mentors and mentees alike, 2) The mentors were not particularly adept at presenting tech insights. As a result, their coaching sessions often fell flat. This dampened enthusiasm and made it harder for digital transformation tips and strategies to spread throughout the organization.

Digital Skills Gap Data

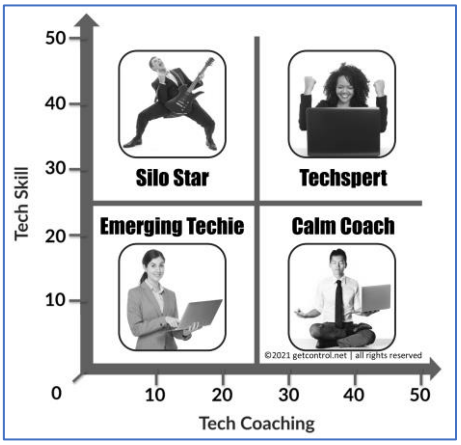
1) 87% of executives report a need to improve digital skills
2) < 50% of execs say they have a plan to address the digital skills gap
3) Only 10% of professionals feel proficient with everyday tech tools
4) Just 14% of millennials say they've mastered basic tech tools like Excel
5) 89% of all professionals feel reluctant to turn on their webcams
6) 92% of all professionals need help organizing their digital office
7) The average professional checks email over 15 times an hour

Solution

GetControl.net collaborated with GPC to develop a groundbreaking digital transformation initiative based on the ***Get Control! of TQ class*** and an innovative assessment tool. ***TQ is the ability to strategically learn, leverage, and share tech insight.*** TQ has two components; tech know-how and the ability to effectively share tech insight with others.

The custom program rolled out over two months. Each Tech Champion completed the ***TQAT℠ (Tech Quotient Assessment Tool).*** This instrument is like DISC® or MBTI® but targeted towards tech proficiency.

Leverage Baseline Data: The TQAT sorted Tech Champions into four distinct tech types, including Emerging Techie℠, Silo Star℠, Calm Coach℠, and Techspert℠. Each participant also received a TQ score ranging from 1-100 and a custom learning plan based on their TQAT results. Participants were encouraged to increase their TQ score by at least 30% over the next month.



Build Self Awareness: The Tech Champions engaged in a facilitator-led discussion focused on the differences between tech types. They explored why some people embrace technology while others resist it. They also discussed how people with varying tech skills could relate to and help other colleagues get more done.

Boost Digital Skills: GPC participants attended a fast-paced 90-minute session focused on 20 practical technology best practices, including advanced search, digital templates, email rules, and shortcuts.

Participants were also encouraged to contribute tech tips of their own.

Improve Digital Coaching Skills: The 90-minute session also contained presentation and engagement tips. The Tech Champions discovered PowerPoint, webinar, and call and response tips for engaging audience members.

Follow Up Mini-Sessions: After the initial session, mentors attended three thirty-minute follow-up sessions to boost TQ further. Each session included a check-in on progress as well as new insights and tips. At the end of each mini-session, the Tech Champions received a TQ coaching assignment for the coming week.

Post Program: At the end of the program, each Tech Mentor Champion completed a **TQ Charter**, which outlined their strategic plan for boosting TQ in the coming year. For example, many attendees committed to holding more mentoring sessions with colleagues. Finally, all participants completed the TQAT again to assess improvement over baseline.

Results

Fifty-two Tech Champions attended the virtual TQ program and completed the TQAT pre-training survey. Twenty-five colleagues completed the post-training TQAT. A pre to post analysis yielded the following strong results.

- ✓ Participants saved an average of 11 days per year ($2,649/person).
- ✓ Participants reported a 12% increase in productivity.
- ✓ Tech proficiency increase by 44% over baseline (17.9 —> 25.8).
- ✓ Tech Coaching Skill increased by 20% (26 —> 31.3).
- ✓ Tech Coaching increased by 92%.
- ✓ 100% found it useful to learn about their TQ Profile.
- ✓ 100% rated the experience as Excellent (68%) or Good (32%).
- ✓ 40% of participants implemented their TQ Acton Plan and created a TQ Charter within 14 days of training.

This TQ Initiative was a significant success. The Global Pharma Company is looking to expand the program throughout the organization.

Resources

White Paper: TQ - The Future of Work - Overcoming the Digital Skills Gap

Contact: tq@getcontrol.net for more information on TQ Initiatives

Sources:

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The Harris Poll – Harris Interactive Inc., *The Digital Skills Gap*, 2014
Bradley et al., *The Digital Edge: Middle-Skill Workers and Careers*, 2017