Mid-Project Survey:

Empowering Women Through Digital Skills

(Berlin, Germany, 02.09.2024 – 10.09.2024)

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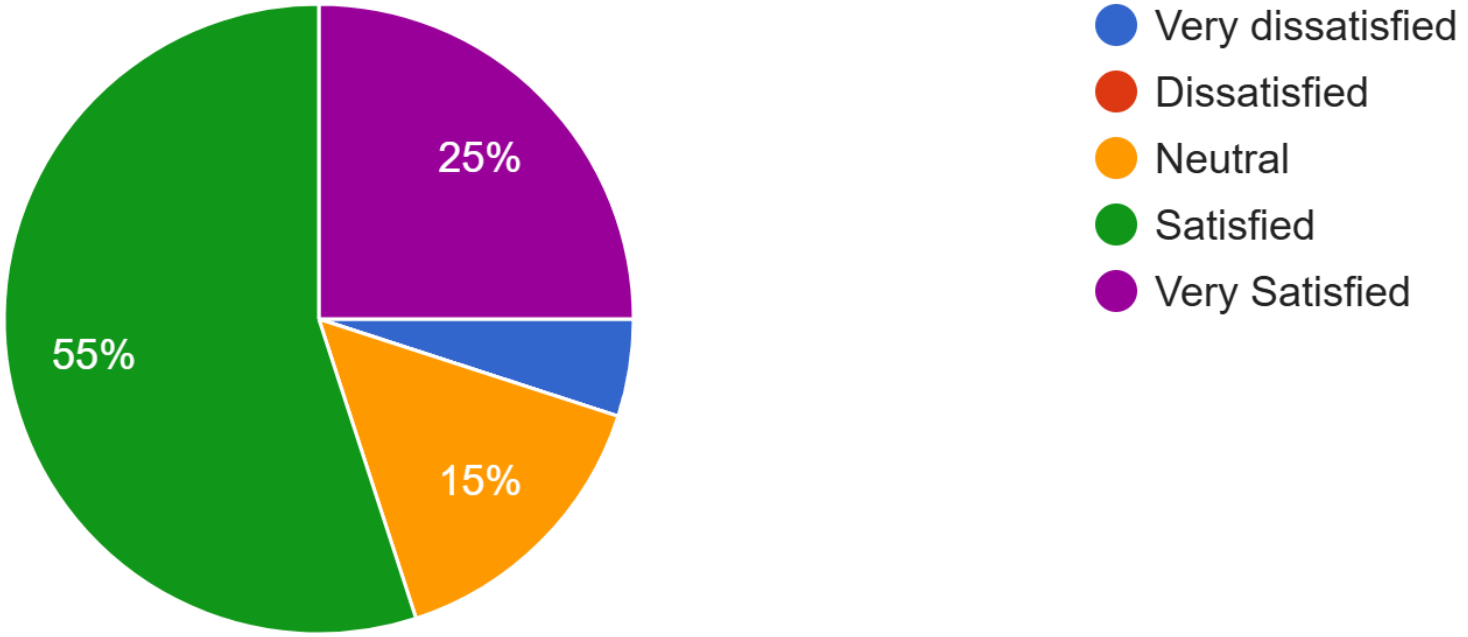
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Section 1: Training Experience and Reflection

How satisfied are you with the training course so far?

20 responses



What has been the most valuable experience or insight you've gained from the training so far?

“The most valuable insight I've gained from the training so far is the importance of mastering digital skills, like using LinkedIn, AI, and graphic design principles, especially color theory. These tools have not only expanded my professional network but also enhanced my ability to create visually compelling and effective content, opening up new opportunities.”

“The most valuable experience I've gained from the training has been realizing just how much potential digital skills have to create opportunities, especially for women. Before this, I knew technology was important, but I didn’t fully understand how mastering even a few digital tools could open so many doors. From learning how to use AI, to understanding how to market yourself and your thoughts online, it's empowering to see how we can use these skills to not only grow our careers but also support each other. The sense of community with girls and professionals and confidence I’ve built during the course has been truly eye-opening—it’s not just about learning new skills, it’s about realizing our collective strength and the impact we can make.”

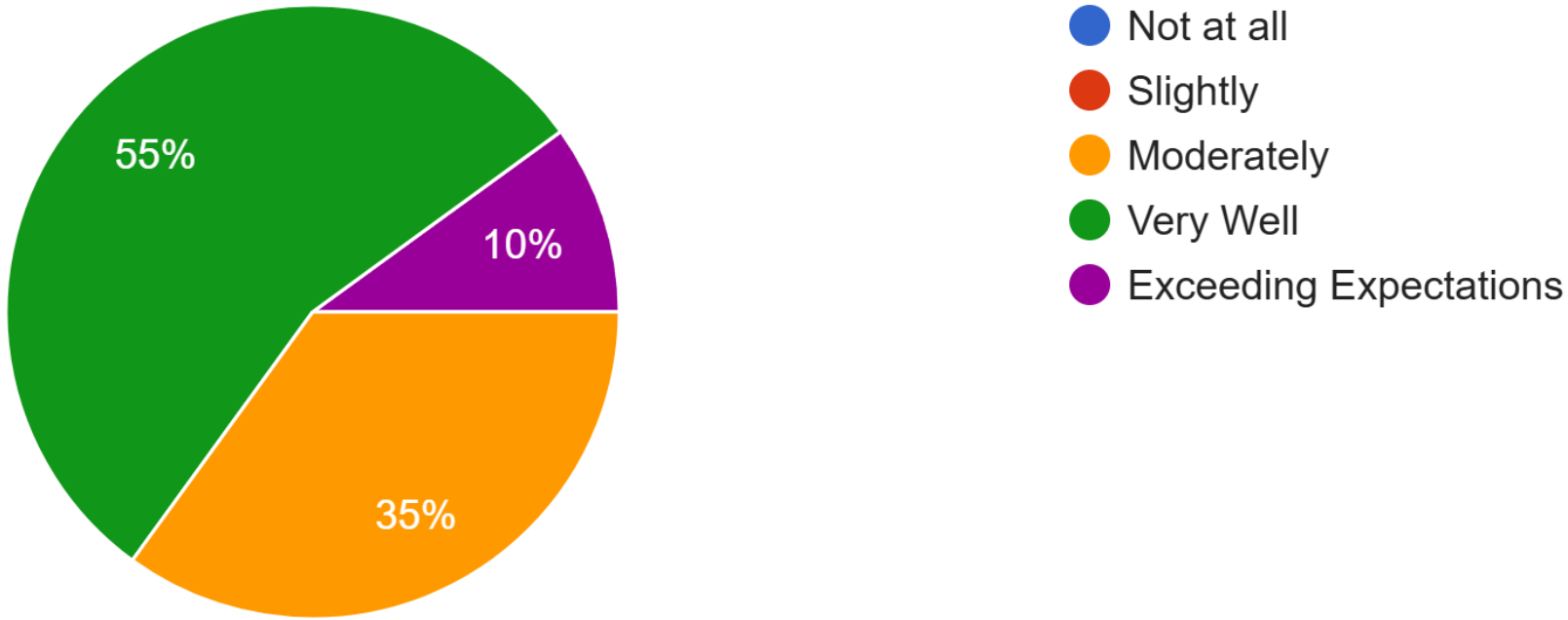
Can you describe a moment during the training when you felt particularly empowered or inspired?

“During the training course, there was one moment that really stood out to me and made me feel both empowered and inspired. We were given a task to come up with an idea for creating our own AI – something that could address a problem we were passionate about. It was so exciting because it felt like we were finally applying everything we had learned, and we could actually use AI to make a real difference.”

“A moment during the design session on inclusive and accessible design has felt particularly empowering as I realized the impact of creating designs that are accessible to all people, regardless of their abilities or backgrounds. Understanding how to make your designs more inclusive gave me a sense of purpose, knowing that my work can help bridge gaps and provide equal access to information and experiences. The idea that thoughtful design can break down barriers and create more opportunities for everyone has been incredibly inspiring, reinforcing the importance of empathy and inclusion in digital spaces.”

How well do you feel the training is meeting your expectations?

20 responses



Analysis

The mid-training survey for the "Empowering Women Through Digital Skills Training" course provides valuable insights into participants' satisfaction, experiences, and perceived impact of the program. Overall, the participants report high levels of satisfaction, with a majority selecting "Satisfied" or "Very Satisfied." This indicates that the training has met or exceeded their expectations, with many emphasizing the practical value of sessions like LinkedIn optimization, graphic design, and AI workshops. Notably, several respondents highlighted the quality and professionalism of the trainers as a key strength, which significantly contributed to their positive experiences. However, a few neutral responses suggest areas for potential improvement to ensure a universally impactful experience.

Key themes emerge from the open-ended questions, underscoring the transformative impact of the program. The LinkedIn workshops, in particular, stand out as a cornerstone of the training, empowering participants to present themselves professionally and expand their networks. Additionally, collaborative group tasks and practical exercises on AI applications and accessible design fostered both inspiration and confidence. Participants often felt empowered when seeing tangible outcomes of their work, such as revamped LinkedIn profiles or creative projects like video resumes, which not only reinforced their skills but also strengthened their belief in their potential to address real-world challenges.

The survey also sheds light on the broader implications of the training. Participants anticipate significant professional and personal benefits from the acquired skills, such as improved career opportunities, enhanced digital literacy, and the ability to create inclusive and impactful content. While most respondents feel the training is meeting or exceeding their expectations, areas for improvement could include additional practical scenarios, more inclusive discussions, and expanded access to diverse resources. Overall, the survey demonstrates the program’s success in empowering women through practical and forward-looking digital skills, while also offering pathways for refinement to further enhance its impact.

Section 2: Application of Skills and Knowledge

Which skills and knowledge are you most excited to apply in your professional life once the course is completed?

"Design skills have also been a game-changer. Being able to create visually appealing presentations and content using digital tools has opened up new ways for me to express ideas, whether it's for personal branding or workplace projects."

"I anticipate using LinkedIn more actively in my personal life to build connections and stay updated on industry trends. It will help me network with professionals, learn from their experiences, and explore new opportunities for growth."

"I've never been active on social media, but after Sianna's course, I feel motivated to start engaging more, especially on Instagram. I'm excited to apply what I've learned and explore how it can be part of my personal life."

How do you anticipate using the skills and knowledge you've learned in your personal life?

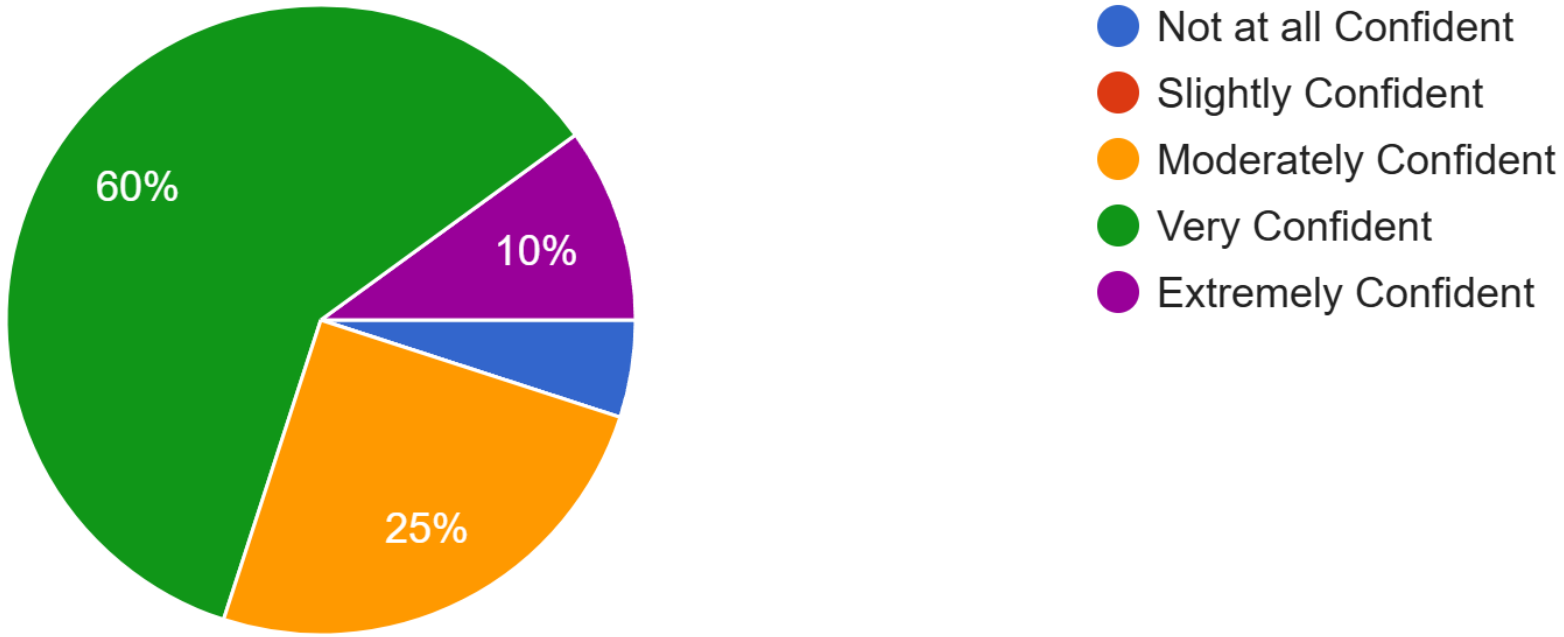
"I plan to use these skills to help others in my community, especially women who lack access to digital resources. For example, I can teach them how to create LinkedIn profiles or simple designs for their small businesses. I also look forward to using my video creation skills to document and share personal milestones creatively."

"I anticipate using the graphic design skills to enhance my personal projects, like creating invitations and social media graphics for events. These skills will also help me express my creativity and potentially take on freelance projects, turning my passion into a side hustle."

"I anticipate using LinkedIn more actively in my personal life to build connections and stay updated on industry trends. It will help me network with professionals, learn from their experiences, and explore new opportunities for growth."

How confident do you feel about applying the skills you've learned so far?

20 responses



What new digital skills have you discovered that you didn’t expect to find useful? How do you think these skills will impact your future?

“Through the "Empowering Women with Digital Skills" course, I discovered the power of creating video résumés. I didn’t expect them to be so impactful, but they allow me to showcase my personality and skills in a way traditional résumés can’t. I believe this skill will give me an edge in job hunting and personal branding, especially as video becomes more essential in today’s digital world. It’s a modern, dynamic way to stand out and connect with employers!”

“I didn't expect to find creating video CVs as useful as I did during Julia's workshop. It showed me how powerful a video can be for making a strong first impression. This skill will impact my future by helping me present myself in a more dynamic and engaging way to potential employers.”

“I will emphasize the use of AI tools from the beginning, as I didn't use them much before participating in the course. I realized that they can significantly speed up our work in many areas of life, and if used correctly, they can help us achieve results in the shortest possible time.”

Analysis

The participants of the course have expressed a high level of excitement about applying the skills they've learned, especially in areas directly related to professional development. LinkedIn optimization emerged as a key area of interest, with many participants eager to use the strategies learned to refine their profiles, connect with industry professionals, and enhance their networking capabilities. Additionally, graphic design skills were consistently highlighted as essential tools for improving personal branding and creating visually appealing content for both professional and personal projects. Participants also expressed excitement about incorporating AI-driven insights into their work, particularly in areas like marketing, content creation, and automation, emphasizing the potential of these digital tools to enhance efficiency and creativity.

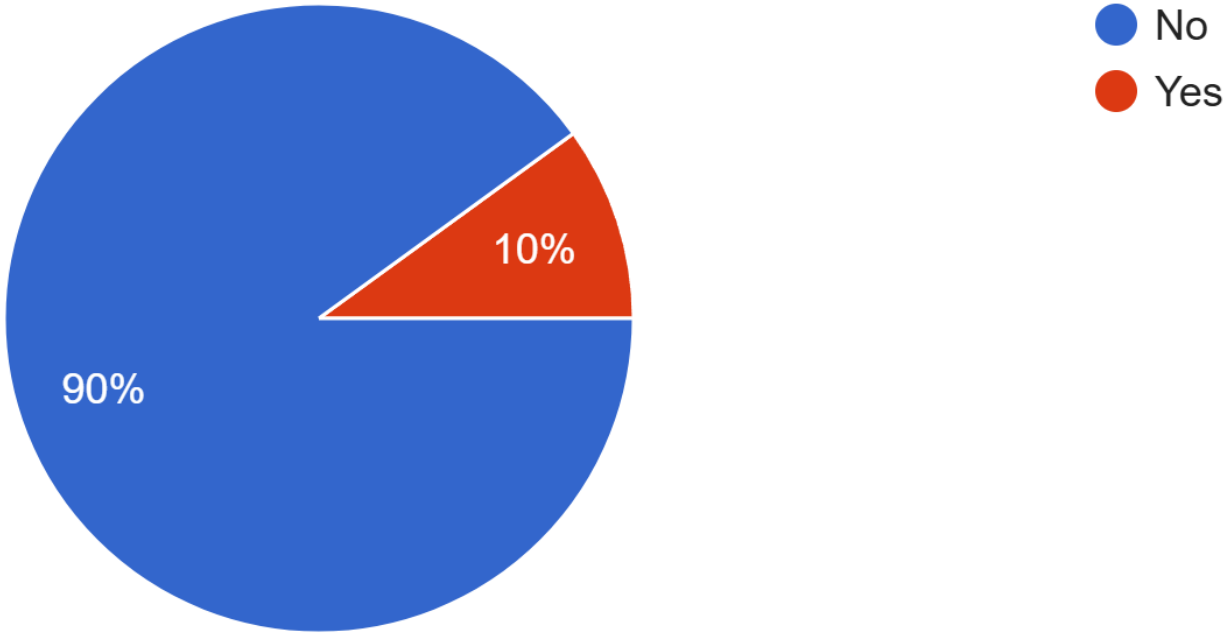
Beyond professional applications, many participants see these newly acquired skills as valuable tools for personal growth and creativity. Several respondents highlighted the potential of design principles, such as color theory, to enhance their personal projects like photography, social media content, and personal event planning. The skills learned in the course are seen as versatile, with participants anticipating their use in a variety of contexts, from crafting compelling LinkedIn profiles to creating visually engaging personal projects. Additionally, the importance of AI tools in personal life management, such as automating tasks or enhancing personal creativity, was also noted as a significant benefit of the training.

The newfound confidence in applying these digital skills is another key takeaway from the course, with many participants expressing a strong sense of empowerment. The introduction to video resumes, graphic design, and AI tools was particularly eye-opening for many, as these skills were seen as innovative ways to stand out in a competitive job market. Participants appreciated how these skills not only enhance their professional opportunities but also provide them with creative and functional tools to navigate their personal lives more effectively. Whether it’s improving communication, organizing personal goals, or creating content, the skills learned are expected to have a lasting impact on both professional and personal spheres.

Section 3: Challenges and Support Needs

Have you encountered any challenges in understanding or applying the skills and knowledge being taught?

20 responses



If yes, what challenges have you faced, and how do you think they can be addressed?

N/A

I haven’t faced challenges.

No

Some of the AI concepts, like deep learning and generative AI, were challenging to grasp fully, especially in terms of understanding how they apply to real-life scenarios. Additionally, using advanced graphic design tools felt a bit overwhelming at first. These challenges could be addressed by providing additional practical examples and step-by-step tutorials, as well as more one-on-one mentoring during the sessions.

What additional support or resources would help you feel more confident in using these skills?

“Additional support like advanced tutorials, industry-specific case studies, and access to mentors would help me feel more confident using these skills.”

“I'm not very skilled in video production and editing. I think information and real examples about making videos, especially reels, would be valuable. Nowadays, the success of reels can significantly impact a brand's relationship with its audience.”

“Having access to mentorship or networking opportunities with industry professionals could also provide valuable guidance and feedback.”

“Access to recorded tutorials and a resource library with examples would be incredibly helpful. Also, having follow-up online Q&A sessions or a mentor group post-training would allow me to clarify doubts and continue improving my skills as I apply them in real-world situations.”

Analysis

The responses reveal that while the majority of participants did not face significant challenges in understanding or applying the skills taught during the course, a few encountered difficulties in areas like advanced AI concepts and graphic design tools. For those who struggled, the challenges stemmed from the complexity of topics such as deep learning, generative AI, and the practical application of advanced design techniques. Participants suggested that these challenges could be mitigated with additional support, including step-by-step tutorials, hands-on sessions, and practical examples tailored to real-world applications. Furthermore, they emphasized the value of ongoing mentorship, access to recorded materials, and opportunities to practice skills in a supportive environment. These suggestions underline the importance of incorporating diverse learning aids and follow-up resources to ensure participants feel confident in applying the skills in both professional and personal contexts.

Section 4: Reflection on Personal and Professional Growth

How do you think the skills and knowledge you've gained so far will impact your career or professional goals?

"The knowledge gained from the workshops will help me to be more confident in my work, to use the tools I have learned, to draw parallels between my working methods and what I have just learned, and to share what I have learned here with my colleagues."

"The digital skills I've gained from this course have been a game-changer for my marketing career. I'm now better equipped to create impactful strategies, analyze trends, and reach a wider audience. It's boosted my confidence and opened up new opportunities for growth, allowing me to contribute more meaningfully and mentor others in the digital space."

What new digital skills have you discovered that you didn’t expect to find useful? How do you think these skills will impact your future?

“Through the "Empowering Women with Digital Skills" course, I discovered the power of creating video résumés. I didn’t expect them to be so impactful, but they allow me to showcase my personality and skills in a way traditional résumés can’t. I believe this skill will give me an edge in job hunting and personal branding, especially as video becomes more essential in today’s digital world. It’s a modern, dynamic way to stand out and connect with employers!”

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“I will emphasize the use of AI tools from the beginning, as I didn't use them much before participating in the course. I realized that they can significantly speed up our work in many areas of life, and if used correctly, they can help us achieve results in the shortest possible time.”

What personal goals are you working towards through this training, and how close do you feel to achieving them?

“Through this training, my personal goal is to strengthen my digital skills and gain more confidence in using new tools and technologies that can elevate my work in marketing. I want to bridge the gap between creativity and data-driven strategies, becoming more efficient in areas like automation, analytics, and digital campaign management. By mastering these skills, I’m aiming to enhance not only my own career growth but also inspire other women in my field to embrace technology with confidence.”

“My personal goal is to become digitally empowered so I can support other women in my community by sharing these skills. This training has brought me much closer to achieving this goal by equipping me with practical tools and confidence. I now feel more prepared to mentor and inspire others.”

“The training has given me a solid foundation, and I already feel more equipped to tackle digital challenges at work. However, I know that this is just the beginning, and I’m excited to continue building on what I’ve learned to fully reach my potential.”

In what ways has the training influenced your approach to challenges in your personal or professional life?

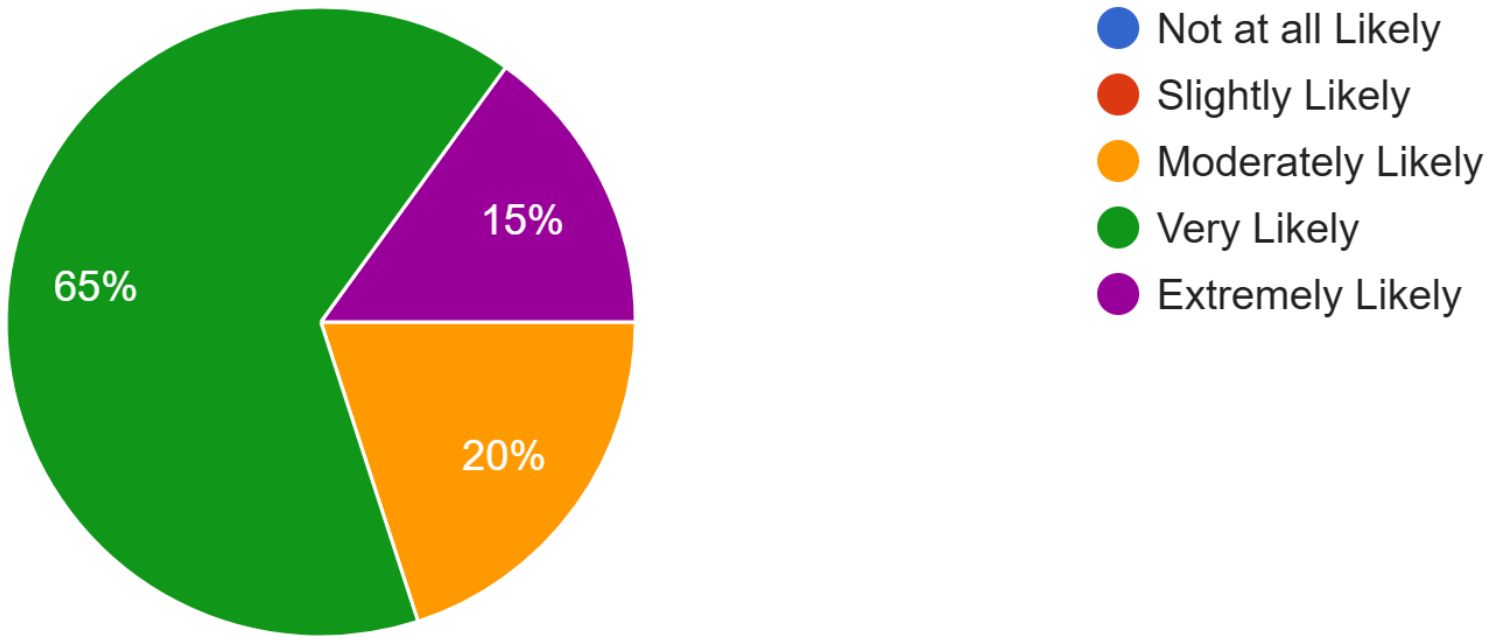
“The training in digital skills has completely changed how I approach challenges. In my marketing role, I now feel confident using data analytics and automation to keep up with trends and solve problems more efficiently. Beyond the technical skills, the course boosted my confidence, empowering me to take on bigger tasks and voice my ideas more assertively both at work and personally.”

“I've learned to break problems down into manageable steps and approach them with a more solution-oriented mindset. In my personal life, this has helped me become more organized and proactive, whether managing time or handling unexpected issues. Professionally, the training has made me more confident in experimenting with new tools and technologies, which has improved my problem-solving skills and adaptability.”

“The training has provided valuable insights, but it hasn’t significantly changed my approach to challenges in my personal or professional life yet. I feel the need for more practical application to see a bigger impact on how I tackle these challenges.”

13. How likely are you to recommend this training course to others?

20 responses



Analysis

The responses to the question on how participants believe the skills and knowledge gained will impact their career or professional goals highlight a range of transformative effects, demonstrating the course's relevance and practical value. Many participants emphasized how these new skills, particularly in areas like graphic design, AI, and marketing, will enhance their professional competitiveness. For instance, respondents pointed out that they feel better equipped to create compelling video CVs, optimize LinkedIn profiles, and apply cutting-edge digital tools, which will help them stand out in the job market and achieve their career aspirations. Additionally, specific examples such as applying AI tools for innovation, improving efficiency through automation, and mastering creative design techniques underscore the broad applicability of the training across different fields.

Participants also reflected on how the training supports long-term professional growth and adaptability. Many noted that the skills they acquired will enable them to take on more complex projects, lead teams, and specialize in tech-driven roles. For instance, the integration of generative AI knowledge and advanced design capabilities positions participants as forward-thinking professionals in industries increasingly reliant on digital tools. Furthermore, the training appears to have significantly boosted participants' confidence in navigating their professional landscapes, enabling them to embrace digital transformation and pursue ambitious career goals like starting a business or excelling in leadership positions.

Lastly, the course’s broader impact on participants' professional identities is evident. Several respondents expressed how the training aligns with their personal and professional values, such as empowering marginalized communities or mentoring peers in digital literacy. This reflects the course's dual focus on technical competence and personal empowerment. The recurring themes of enhanced networking, improved personal branding, and increased readiness to tackle industry trends showcase the course’s ability to position participants as proactive and resourceful contributors in their fields. Overall, the training has not only enhanced participants' current skill sets but also instilled a mindset of continuous learning and innovation essential for sustained professional growth.

Section 5: Final Thoughts and Suggestions

What has been the most surprising or unexpected aspect of this training for you so far?

The most surprising aspect of this training has been how quickly I adapted to using new technologies and tools that I initially found intimidating. I didn't expect to become so comfortable with them in such a short time. This rapid adaptation has not only expanded my skill set but also boosted my confidence in tackling complex tasks. It's shown me that with the right resources and support, I can overcome challenges.

The most surprising aspect has been how accessible and beginner-friendly the sessions are, especially on topics like AI and graphic design. I initially thought these would be too technical for me, but the trainers made everything easy to understand and practical. I also didn't expect the inclusive design session to resonate with me so deeply—it made me realize how important it is to create solutions that everyone can benefit from.

If you could change one thing about the training so far, what would it be and why?

“I would incorporate more case studies and real-life examples. This would help connect the theoretical knowledge with practical scenarios, making it easier to understand how to apply the skills in various professional situations.”

“If I could change one thing about the training so far, it would be to add more video content. I think video tutorials and visual examples would make it easier to grasp some of the more technical concepts. Seeing real-world applications in action could really boost our understanding and confidence, especially when learning new digital tools. Plus, videos tend to stick with you longer, making the learning experience even more impactful.”

“I would include more hands-on workshops for practical application of design skills. This would provide more opportunities to directly implement what we've learned and receive immediate feedback.”

Do you have any additional comments or suggestions for improving the remainder of the course?

“I suggest including participants from other countries, such as Germany. This would enhance the cultural exchange and provide valuable international perspectives.”

“As someone who has participated in this training course I honestly don’t have any additional comments or suggestions. The course has been well-structured, engaging, and supportive. I felt truly empowered and equipped with practical skills that I can apply immediately. Everything from the content to the instructors was fantastic!”

“The course is already fantastic, but incorporating more real-life examples or case studies of women using these skills successfully could be inspiring and motivating. Also, providing access to the tools and software after the training ends would be beneficial, as it would allow us to continue practicing and applying what we’ve learned. Thank you for creating such a supportive and empowering environment!”

Analysis

The most surprising or unexpected aspects of the training, as highlighted by participants, reveal a diverse range of individual experiences and takeaways. Many were struck by the transformative role of advanced AI tools in enhancing their skills, particularly in digital marketing, where the integration of AI was not initially anticipated. This insight underscores the growing relevance of AI across fields, showing how such tools offer both efficiency and deeper strategic understanding. Others were surprised by the importance of video CVs, a relatively novel concept for many participants, which was eye-opening in showcasing how non-traditional formats can leave a lasting professional impression.

For several participants, the hands-on, practical nature of the training stood out as an unexpected yet beneficial feature. While some anticipated theoretical sessions, the numerous interactive assignments allowed for immediate application of learned skills, making the training both engaging and impactful. Many participants also noted the accessibility of even complex topics like AI and design principles, facilitated by approachable trainers and beginner-friendly sessions. This adaptability built confidence among learners, enabling them to tackle technical challenges they once found intimidating.

On a more personal level, some were surprised by the collaborative and inclusive environment fostered during the training. Instances like engaging with a diverse age group or adapting to an all-English-speaking audience in a multicultural context were unexpected but enriching. Such experiences not only highlighted the interpersonal benefits of the training but also illustrated how exposure to varied perspectives can enhance one’s adaptability and understanding in both personal and professional spheres. Overall, these unexpected aspects enriched the participants' learning journeys, contributing significantly to their growth.

Conclusion

In conclusion, the "Empowering Women Through Digital Skills Training" course has proven to be a transformative experience for participants, offering both anticipated and unexpected benefits. The survey responses reflect high levels of satisfaction with the program’s structure, content, and delivery, underscoring the effectiveness of practical workshops and the professionalism of the trainers. Key highlights include participants' enthusiasm for skills like LinkedIn optimization, graphic design, and AI tools, which not only enhance professional opportunities but also foster personal creativity and growth.

The training has empowered participants by equipping them with innovative tools and fostering a collaborative learning environment. The hands-on approach, coupled with accessible and inclusive teaching methods, allowed even those intimidated by technical concepts to gain confidence and apply their skills effectively. Additionally, the exposure to diverse perspectives and real-world applications has broadened participants' understanding of how digital skills intersect with various personal and professional contexts, making the course a well-rounded and impactful initiative.

While the training has been overwhelmingly positive, the feedback also points to opportunities for refinement, such as incorporating more case studies, mentorship, and follow-up resources. These suggestions, combined with the already evident success of the program, highlight its potential for further evolution and broader impact. By continuing to adapt and enhance the program, it can remain a vital platform for empowering women and fostering a culture of innovation and lifelong learning in an increasingly digital world.