Mid-Project Survey:

Empowering Women Through Digital Skills

(Paris, France, 31.10.2024 – 08.11.2024)

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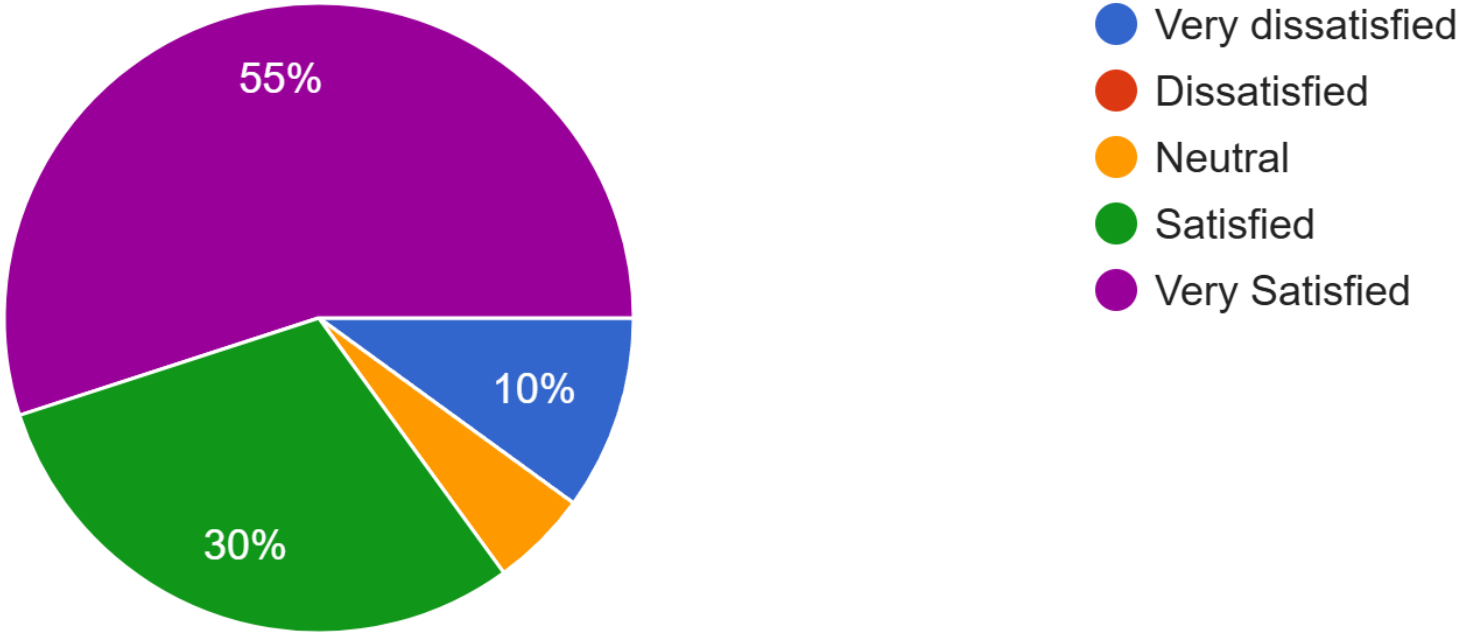
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Section 1: Training Experience and Reflection

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 experience was learning practical digital skills, especially the video and photo tips that helped improve my storytelling and content creation. These insights will be incredibly useful for creating impactful visuals in both personal and professional projects.”

“The most valuable insights for me were video making and graphic design tips, because I like working with visuals, especially while making a presentation and I will definitely apply my new skills on my future projects.”

“The training has not only enhanced my technical skills, such as using design and project management tools, but also emphasized the importance of collaboration and networking. Connecting with like-minded individuals and mentors has been transformative, as it has opened up new perspectives and career opportunities I hadn't considered before.”

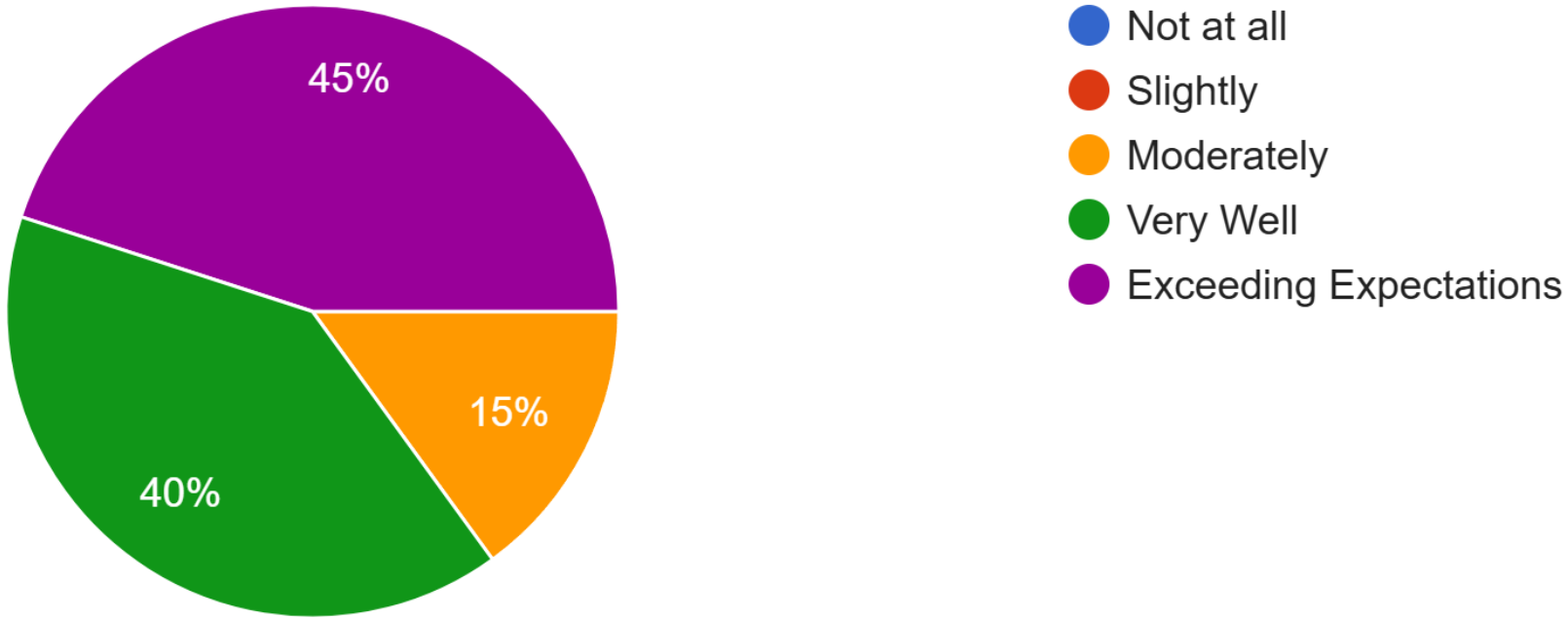
Can you describe a moment during the training when you felt particularly empowered or inspired?

“One moment that stands out was during the Mission Impossible game. We worked together in teams to tackle a challenging task under time pressure, and it was inspiring to see everyone’s creativity and problem-solving skills come together. The excitement, teamwork, and shared laughter made me feel empowered and connected to the group. This activity really highlighted the power of collaboration and taught me the importance of stepping out of my comfort zone to achieve goals.”

“A particularly empowering moment during the training was when we worked in groups to bring our ideas to life. Collaborating with such talented and driven women, each contributing her unique perspective, was truly inspiring. Seeing our collective efforts transform into a tangible result—whether it was a well-crafted blog post, a creative social media strategy, or a striking graphic design—was a testament to the power of teamwork. It reminded me that when we unite our strengths and creativity, we can achieve remarkable outcomes that none of us could accomplish alone.”

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

20 responses



Analysis

The primary motivation for participants in this training course reflects a strong desire to improve digital skills, enhance career prospects, and foster personal growth. Many respondents express a clear interest in gaining digital proficiency, recognizing that the ability to use modern tools is essential for both professional advancement and personal development. Beyond technical expertise, several participants highlight the importance of networking with other women, advocating for gender equality, and empowering themselves and others within their communities. This demonstrates a broader commitment to not only individual growth but also to contributing positively to societal change, particularly in terms of increasing women's representation in digital fields and leadership roles.

The stated primary goals of participants align closely with their motivations. Enhancing digital skills is a central objective, with a focus on acquiring hands-on experience in areas such as social media management, data analysis, project collaboration tools, and content creation. Many respondents also aim to use the training to increase their confidence and build new career opportunities, positioning themselves as more competitive candidates in the job market. Networking and connecting with like-minded individuals are also frequently mentioned as key goals, indicating a desire for collaboration and community-building within the digital space. The overarching goal for many is to use the training as a stepping stone to broader career and personal development, while also contributing to gender equality and empowering others.

Participants also have specific outcomes in mind that they hope to achieve by the end of the training. These outcomes include gaining proficiency in essential digital tools, increasing self-confidence, and expanding professional opportunities. Many aim to develop practical, marketable skills that will enable them to stand out in the job market and access new roles or freelance opportunities. Building a portfolio of work and enhancing one's visibility in professional settings are also important goals. Additionally, some respondents seek to use the training as a platform to not only advance their own careers but also to support and mentor others, particularly women in their communities, in their digital journeys. This focus on both individual and community empowerment underscores the transformative potential of digital literacy, both in personal and professional contexts.

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?

"I'm most excited to apply the photography tips I learned, especially techniques for capturing more compelling and professional-looking images. These skills will help me enhance visual content in my work, making it more engaging and impactful. I now feel more confident in using photography to tell a story, whether for marketing, social media, or documenting events."

"I'm excited to apply the digital communication and content creation skills, like blogging, video production, and graphic design, to enhance my professional presence and contribute more creatively at work."

"I am most excited to apply the knowledge we gained about entrepreneurship, particularly in creating and refining a business plan. Learning how to develop a structured and actionable business idea, from brainstorming to execution, was incredibly insightful. These skills will help me approach future projects with a clear vision and strategy."

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

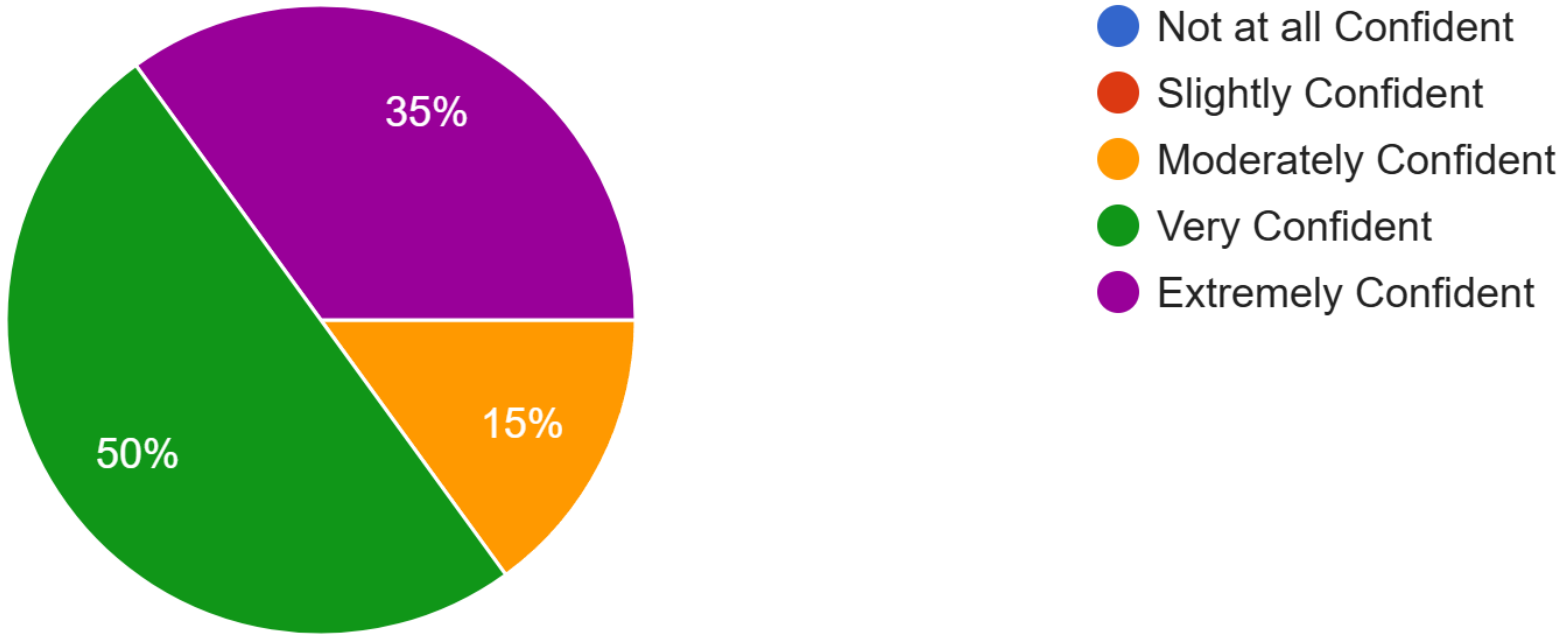
"In my personal life, I look forward to using the video and photography skills to capture moments more beautifully and meaningfully. Whether it's documenting travels, nature, or everyday life, I now have the tools to create visually appealing memories. This course has also given me the confidence to explore photography as a creative hobby and to share my perspective with others."

"I look forward to using the digital skills I've gained, like video and image editing, to enhance personal projects, whether it's creating content for social media or organizing creative initiatives. Learning about entrepreneurship and business planning has also given me a new perspective on how to structure and execute ideas effectively, which I can apply to personal endeavors."

"I'm most excited to apply the skills I gained in blogging, graphic design, and business planning, especially the Canvas model, to my professional life. These skills will help me better communicate ideas, create visually engaging content, and develop structured business strategies. Additionally, the entrepreneurial mindset I developed will be valuable in any future projects or roles, helping me think creatively and strategically."

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?

I discovered useful graphic design tips that I hadn’t expected, like how to create balanced layouts, use color effectively, and make visuals more cohesive. These skills will help me improve the quality of presentations and marketing materials, giving them a more professional look. Moving forward, I think these design skills will add value to my work, making content clearer and more appealing to audiences, and will also be a valuable asset for personal projects.

“One digital skill I didn’t expect to find so useful was blogging and creating content for social media. I learned how to craft engaging posts, structure ideas effectively, and use these platforms to connect with an audience. This skill will have a significant impact on my future by helping me share my ideas, build an online presence, and even explore potential professional opportunities through digital storytelling and networking.”

“During the training, I discovered that creative thinking, teamwork, and leadership skills are more valuable in the digital space than I initially expected. Creative thinking, in particular, helped me approach problems and projects from new angles, enhancing my ability to innovate. Working in teams showed me the power of collaboration in achieving common goals, especially when different skills and perspectives are combined. Leadership skills, which I developed through guiding group discussions and decision-making, will be essential for future professional roles, especially if I pursue entrepreneurship. These skills will help me lead teams effectively, foster innovation, and manage projects with confidence.”

Analysis

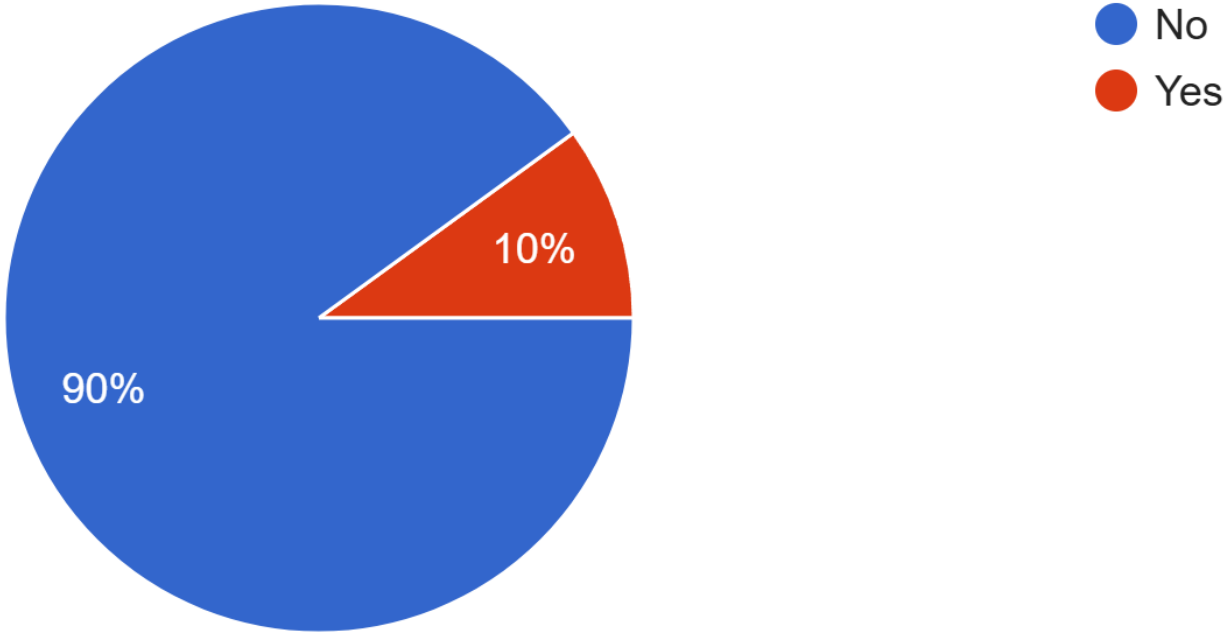
Upon completing the course, many participants are eager to apply a variety of newly acquired skills to enhance their professional lives. A primary area of excitement is the ability to create more compelling and professional visual content through photography and graphic design. These skills will be useful not only in marketing and social media management but also in creating presentations that are visually engaging and informative. Participants are particularly enthusiastic about utilizing blogging, digital marketing, and content creation techniques to better communicate with their audiences and enhance their online presence. This knowledge empowers them to convey messages more effectively, whether through articles, social media posts, or promotional content. Furthermore, the incorporation of entrepreneurship principles, such as business planning and strategy development, will allow participants to approach projects with greater clarity and direction, making them more confident in pursuing business ventures or advancing in their professional roles.

The course also provided valuable insights into digital communication tools that many participants had not initially expected to be so useful. Video production, for example, has emerged as an unexpected yet essential skill, with participants expressing newfound appreciation for its ability to capture attention and engage audiences effectively. Alongside this, the skills learned in graphic design, such as color theory and layout composition, have been recognized for their potential to enhance the quality of presentations, marketing materials, and personal branding efforts. Many participants now feel confident in creating high-quality visual content that can be applied to a wide range of professional contexts, from business presentations to promotional campaigns. Additionally, the business model canvas introduced during the course is seen as a game-changer for structuring business ideas, providing participants with a clear, actionable framework to turn their entrepreneurial dreams into reality.

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?

Haven’t faced any challenges.

I haven’t faced any challenges as topics we’re familiar to me. However, I realize that for some people from other backgrounds some tasks were challenging . I would recommend explain topics such as business model development, etc in more details with informative ppt. Also, I post presentations after sessions for participants review.

I initially had trouble with some of the graphic design software, but I feel more confident now after extra support from the facilitator. I would have appreciated more hands-on time

At first, I found the business model canvas a bit overwhelming. However, the facilitator’s one-on-one support made it easier to understand. More practical examples would help others like me

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

“For me everything was more than good for learning the important basics of each topic, but I think having access to some educational materials (like online courses) on this topics, providing the opportunity to deepen your knowledge on the desired topic would be even great.”

“Access to case studies or examples of successful applications of these skills in real-world projects would be valuable. Also, having a mentor or a community to share experiences, ask questions, and receive feedback would provide a supportive environment to continue improving and applying what I’ve learned.”

“Access to more hands-on practice opportunities and advanced tutorials would help me feel more confident in using these skills. Additionally, having a mentor or a supportive community to provide feedback and guidance would be invaluable in refining my abilities and boosting my confidence.”

Analysis

While most participants reported no significant challenges in understanding or applying the skills taught during the course, a few did encounter some initial hurdles. One common challenge involved graphic design software, where some individuals initially struggled with the technical aspects. This issue was addressed through additional support from facilitators, but some participants felt that more hands-on time and personalized guidance would have been beneficial. Similarly, the business model canvas, although a valuable tool, was initially overwhelming for some participants. The complexity of developing a business plan and understanding the nuances of strategic business thinking led to some uncertainty. However, with one-on-one support and further explanation from the facilitator, participants gradually gained a clearer understanding of how to apply these concepts.

For participants with little prior exposure to certain topics, such as business model development, additional support was deemed necessary. A suggestion to improve the learning experience was to provide more detailed explanations and informative resources, such as PowerPoint presentations or supplementary materials. Moreover, some participants felt that having access to educational tools, like online courses or resources to dive deeper into specific topics, would enhance their understanding and confidence in applying these skills. For those facing challenges with business model development, more practical examples and case studies from real-world scenarios could help make the concepts more relatable and applicable. Having these additional resources available would help bridge knowledge gaps and allow for more hands-on practice.

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 skills and knowledge I've gained will significantly impact my career by enhancing my ability to create high-quality visual content, from photography to graphic design and video editing. These abilities will help me produce more engaging marketing materials, improve storytelling, and elevate my professional profile. Overall, I feel better equipped to take on more creative and strategic roles, helping me reach my professional goals more effectively."

"By gaining knowledge in digital tools and entrepreneurship, I'm now better prepared to explore new career opportunities, start my own initiatives, and contribute to digital transformations in my field."

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 has been to enhance my creative and technical skills, particularly in photography and video editing, to better express myself and tell compelling stories. I feel much closer to achieving this goal, as I now have the knowledge and confidence to apply these skills in real-world scenarios.”

“One of my personal goals is to become a more effective communicator, capable of building strong connections with people from diverse backgrounds. I want to improve my ability to deliver ideas clearly, listen actively, and adapt my communication style to different audiences.”

“The training has provided a solid foundation by combining hands-on experience with valuable insights, making me feel significantly closer to achieving these goals. I’ve already started to notice improvements in how I approach tasks, and I’m excited to continue refining and applying these skills in meaningful ways.”

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

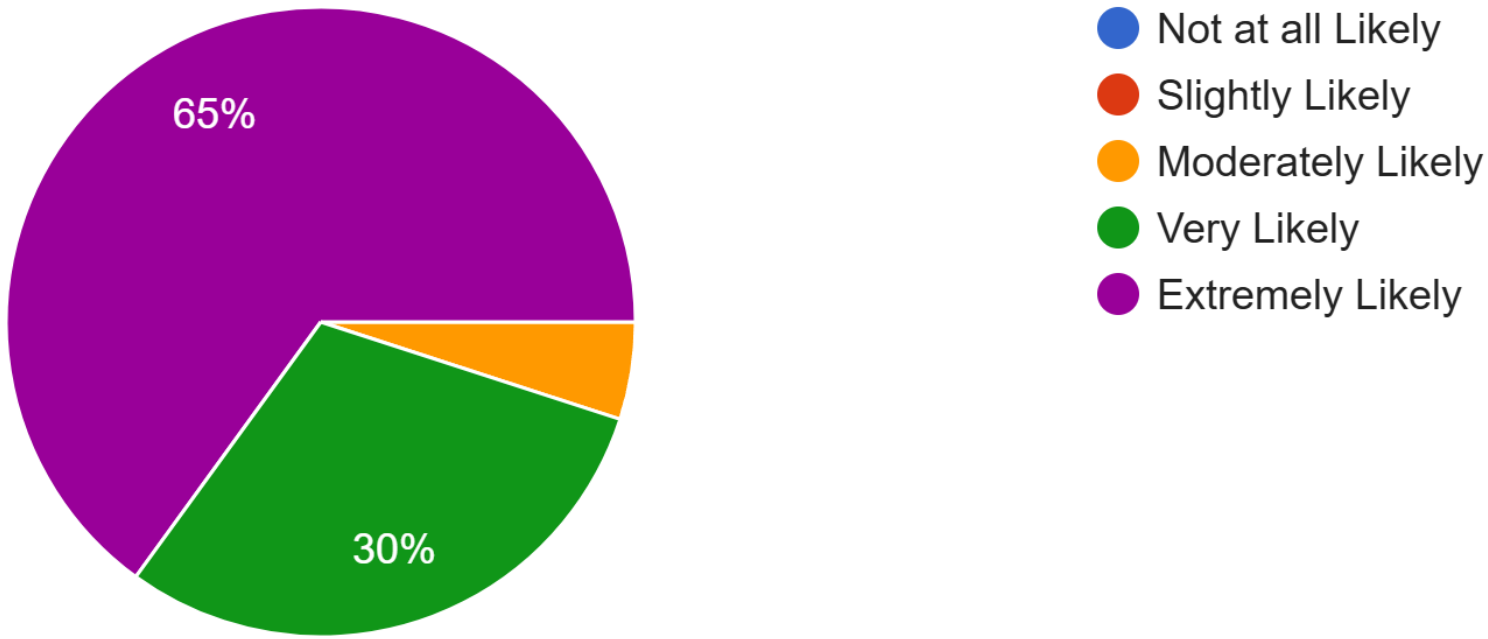
“The training has also influenced my approach to challenges by encouraging me to embrace problem-solving with a more creative mindset. I now feel more adaptable and resourceful, both in my personal projects and in professional situations, ready to tackle challenges with new digital tools and strategies.”

“The training has significantly influenced my approach to challenges in both my personal and professional life. By equipping me with new skills and insights, they have enhanced my problem-solving abilities and boosted my confidence in handling unexpected situations.”

“The training has shifted my approach to challenges by teaching me to view them as opportunities to grow rather than obstacles. I've learned to break down complex tasks into smaller steps and thought me that everything is possible if you put your mind to it.”

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

20 responses



Analysis

The skills and knowledge acquired through the training are expected to significantly impact participants' careers and professional goals by enhancing both their creative and strategic capabilities. For many, the ability to create high-quality visual content—ranging from photography and graphic design to video editing—has already elevated their professional profiles. These newfound skills not only improve personal marketing efforts but also facilitate more engaging and effective communication across various platforms. By becoming more proficient in using digital tools, participants feel better prepared for roles that require creative problem-solving, clear communication, and the strategic application of design in business contexts. For others, the entrepreneurial mindset fostered during the training has instilled greater flexibility, strategic thinking, and resourcefulness—qualities that are particularly beneficial for those pursuing self-started ventures or looking to bring fresh perspectives to their existing professional environments. The knowledge gained, particularly in business planning and digital content creation, is empowering participants to pursue new opportunities, contribute meaningfully to digital transformations, and approach business challenges with greater confidence.

The training has also had a transformative effect on how participants approach challenges in both their personal and professional lives. The integration of digital tools into problem-solving strategies has enabled them to adopt a more creative, resourceful, and solution-oriented mindset. For instance, those pursuing entrepreneurial ventures now view challenges as opportunities to innovate and apply digital solutions in novel ways, which has helped boost their confidence in tackling obstacles. The training has emphasized the importance of breaking down complex tasks into manageable steps, whether that involves business planning, content creation, or team collaboration. This shift in perspective has made participants more adaptable and better equipped to handle unexpected situations with confidence. Additionally, the training has helped develop leadership and communication skills, making it easier for individuals to approach challenges in a collaborative manner, thereby driving progress both in their personal projects and within their professional roles. The overall outcome has been a more strategic, adaptable, and confident approach to problem-solving.

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 the training was how interactive and hands-on it was. I expected more traditional lectures, but the practical exercises and team activities, like the Mission Impossible game, really enhanced my learning experience and helped me grasp new concepts quickly."

"An unexpected aspect of this training has been the way it's helped me redefine my approach to learning. I've realized that it's not just about acquiring knowledge or skills, but also about the mindset of continuous growth and adaptability. The training has pushed me to step out of my comfort zone, embrace challenges, and be more open to experimenting with new ideas and tools."

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

“If I could change one thing, I would have liked more time dedicated to exploring advanced editing techniques for both photos and videos. While we covered the basics, I feel a bit more depth would have helped me refine my skills even further.”

“I honestly like everything about the training so far, and there's no need for any changes. The balance of theory, practical skills, and networking opportunities has been perfect, and I feel well-equipped to apply what I've learned moving forward.”

“If I could change one thing about the training so far, it would be to have more hands-on, real-world application opportunities. While the theoretical aspects have been incredibly valuable, I feel that more case studies or live projects could enhance the learning experience.”

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

“For the remainder of the course, I suggest incorporating more individual feedback sessions, where participants can get personalized advice on their work. This would allow for targeted improvement and give us more direct guidance on areas to focus on.”

“I believe the course has been incredibly valuable so far, but it would be helpful to have more interactive sessions where participants can collaborate on projects or share their experiences. Additionally, offering more resources for continued learning after the course would help reinforce the skills gained and encourage long-term growth.”

“Before coming to the training, I wasn’t sure what I will learn and what to expect. I would suggest posting syllabus with training program announcement along with trainer background so that people could make more informed decisions.”

Analysis

One of the most surprising aspects of the training was its hands-on, interactive nature, which greatly enhanced the learning experience. Initially, the expectation might have been for traditional lectures, but the inclusion of practical exercises like the Mission Impossible game helped participants actively engage with the material, making the learning process much more dynamic and effective. This method of learning fostered a deeper understanding of new concepts, making it easier for participants to absorb and apply what they learned in real-world contexts. The training's focus on interactive activities such as creating entrepreneurial ideas and applying business strategies provided a real-time application of knowledge, offering a practical edge that many participants may not have anticipated. This approach ensured that the lessons were not only theoretical but also practically valuable, directly tying the skills to personal and professional growth.

Another surprising element was the way the training interconnected various digital skills. Initially, participants might have thought that each module—ranging from blogging to graphic design, social media management, and entrepreneurship—was isolated. However, they quickly realized how these skills complemented each other to create a cohesive digital presence. This interconnectedness was a revelation, showcasing the importance of understanding how each skill fits into the bigger picture of content creation and business development. The realization that digital skills are not standalone but rather work together to enhance one’s overall professional profile was an eye-opening experience for many. It highlighted how digital promotion, graphic design, and content creation are integral parts of modern entrepreneurship and personal branding.

Lastly, the unexpected enjoyment in learning about business planning stood out as a surprising outcome of the training. Many participants entered the course with the expectation that business planning would be tedious, focusing mainly on numbers and spreadsheets. However, they were pleasantly surprised by how creative and engaging the process was, making it a stimulating part of the curriculum. The use of tools like the business model canvas transformed what could have been a dry exercise into a fun and practical method for turning ideas into actionable business strategies. This shift in perspective emphasized that business planning is not just about numbers but also about developing and refining ideas, offering participants an entirely new way to approach their entrepreneurial aspirations.

Conclusion

In conclusion, the training course has had a profound impact on participants, both in terms of enhancing their digital skills and fostering personal and professional growth. The hands-on, interactive approach to learning was one of the most surprising and effective aspects, shifting participants' expectations from traditional lectures to a more dynamic and engaging experience. By incorporating practical activities such as the Mission Impossible game and entrepreneurial idea development, participants not only learned new concepts but also applied them in real-time, bridging the gap between theory and practice. The integration of various digital skills, such as blogging, graphic design, and social media management, showcased the interconnectedness of these disciplines, helping participants recognize how they complement each other in creating a cohesive digital presence and advancing business development.

The course also introduced unexpected elements that added significant value to participants' learning journeys. The exploration of business planning, often perceived as dry and technical, became a creative and engaging process for many, especially with the introduction of the business model canvas. This tool provided a clear and actionable framework for structuring business ideas, transforming the planning process into a more dynamic and empowering experience. Additionally, participants discovered the importance of digital content creation, including video production and graphic design, which have already enhanced their ability to create compelling and professional content for personal branding, marketing, and business ventures. These newfound skills are poised to make a tangible impact on participants' career trajectories, empowering them to pursue new opportunities and confidently navigate the digital landscape.

Overall, the training has not only equipped participants with practical skills but also fostered a mindset of continuous growth, adaptability, and empowerment. Many participants now feel better prepared to take on entrepreneurial ventures, contribute to gender equality, and support others within their communities, particularly women, in their digital journeys. The training has also encouraged a strategic, solution-oriented approach to problem-solving, helping participants tackle challenges with greater confidence and creativity. The transformative nature of the course has left participants more adaptable, resourceful, and ready to apply their newly acquired skills to both personal and professional contexts, ensuring long-term success and meaningful contributions to the digital and entrepreneurial worlds.