

Brainstorming Activity: Understanding Digitalization's Key Concepts

Objective:

Engage participants in a collaborative activity that reinforces the understanding of the key concepts of digitalization, including the differences between digitalization and digitization, their impacts on business processes, and the challenges involved.

Duration:

30 minutes

Materials Needed:

- Whiteboard or flipchart
 - Markers
 - Sticky notes or index cards
 - Timer
-

Instructions:

1. Introduction (5 minutes):

Briefly recap the main points discussed in the "Basic Concepts of Digitalization" section from the presentation:

- **Digitalization vs. Digitization:** Digitization is converting analog data into digital formats (e.g., scanning documents), while digitalization involves transforming processes using digital technologies (e.g., using cloud systems to automate workflows).
- **Automation:** Streamlining manual processes through technology to increase efficiency.
- **Data Management:** The collection, storage, and analysis of data to improve decision-making.
- **Connectivity:** How digital technologies connect systems, people, and devices.

Attachment to MT
Task 2.3



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

2. Group Setup (5 minutes):

- Divide participants into small groups of 3-4 people.
- Provide each group with a set of sticky notes or index cards.

3. Brainstorming Task (15 minutes):

- **Step 1:** Assign each group a different industry (e.g., healthcare, retail, education, finance).
- **Step 2:** Each group brainstorms examples of **digitalization** in their assigned industry (e.g., telemedicine in healthcare, personalized e-commerce marketing in retail).
- **Step 3:** Groups identify the main **challenges** digitalization presents for their industry (e.g., data security risks, resistance to change, digital divide).

4. Present and Discuss (5-10 minutes):

Each group presents their findings to the whole class. After each presentation:

- The facilitator encourages participants to reflect on the differences between **digitization** and **digitalization** in the context of the examples.
- Discuss the real-world impact of these concepts on both the industry and society as a whole.

5. Wrap-Up (5 minutes):

- Summarize the key takeaways: How digitalization improves efficiency, enhances customer experiences, and drives innovation, but also presents challenges like data privacy concerns and unequal access to technology.
- Encourage participants to continue reflecting on how digitalization is reshaping industries and its implications for the future.

Outcome:

Participants will solidify their understanding of the core concepts of digitalization, recognize its applications in various industries, and be aware of the challenges that come with it.