



Learn to Learn Digital Guide



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About this publication

This report summarises the research activities carried out by the consortium partners to define a competency map based on an updated analysis of needs and in-depth benchmark research due to the progress of COVID-19 (sixth wave) and its continuous consequences in 45+ adults, within the Erasmus+ project PRIORITY45: Promoting employment of 45+ adults through a disruptive training approach (Cooperation partnerships in adult education, project number: 2022-1-PT01-KA220-ADU-000087183).

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Introduction

The “Learn-to-Learn” Module of the PRIORITY45 aims to promote strategies and knowledge on learning to learn and explains how this can impact professional and personal life. This module will also focus on how to promote language competencies and how written and oral communication can be improved at the workplace and its benefits. This module seeks to raise awareness of Information and Communication Technology (ICT) skills and digital literacy in the current digital context. All the present units are related to learning, either a language, digital skills or even learning to learn. This is very important because, in the globalised world, it is crucial to keep up with the new technologies that are demanded by the work.

Our project and this module target 45+ adults, addressing their specific needs and knowledge. The Learn-to-Learn Module will help you to grow a continuous learning mindset and to adapt to digital needs that keep expanding in this fast-moving world.

Learning to learn is a skill. It means you can learn efficiently and find what you need to learn on your own or with others. It is the ability to pursue and persist in learning; to organise the best way for you to learn, by gathering information; to structure your time and how to reflect on learning experiences. With the unit “Learn-to-learn”, you can improve your ability to gain knowledge. Maximizing learning and avoiding procrastination can help you to be more proactive, to have initiative and develop critical thinking, problem-solving skills and to be more innovative. This mindset will be important to thrive in the competitive business environment.

The unit “Benefits of improving ICT/digital skills” will provide tools that can be important in work and help you navigate the internet safely. Benefiting your ICT skills and digital literacy is essential for work and even for personal growth – if you know how to use certain technologies you will be able to adapt to new workplaces and will end up making you more valuable and employable.

In the “Language skills: Benefits of learning new languages” unit, you can learn about the importance of learning new languages to level up your personal and professional life. Being proficient in more than one language helps you a lot in communication but it also promotes cultural understanding and improves your cognitive abilities. We also live in a globalised world so you will benefit from learning languages. Speaking more than one language can be a tool to build relationships, understand better and negotiate.

In the “Oral and Written Communication” unit, you will learn about strategies for effective communication, either oral or written. You will learn tips to do presentations, including how to prepare visual aids to support your presentation and how to communicate in public.

We hope this Learn-to-Learn Module empowers you to seize opportunities and excel in an ever-changing world.

Module Structure

The main purpose of this module is to:

Promote strategies and knowledge on learning to learn and its importance in professional and personal life.

Raise awareness of the significance and applicability of ICT skills and digital literacy in the current digital era.

Foster understanding about language skills and how written and oral communication can be improved at the workplace.

Units	Learning outcomes	Content
Learn-to-learn	<ul style="list-style-type: none"> Explain the definition, aim and process of learn to learn. Identify strategies that can be used to better focus on learning. Identify ideas and activities to avoid procrastination. 	<p>What is the learning to learn process?</p> <p>Strategies to learn to learn.</p> <p>Procrastination.</p>
Benefits of improving ICT/ Digital Skills	<ul style="list-style-type: none"> Understand the importance and relevance of ICT skills and digital literacy in today's digital age. Identify fundamental ICT concepts, tools, and technologies. Recognise the impact of digital technologies on various aspects of personal and professional life. Understand the role of digital literacy in accessing information, engaging in lifelong learning, and participating in the digital economy. 	<p>Importance and relevance of ICT skills and digital literacy at 45+.</p> <p>Identify fundamental ICT concepts, tools and technologies.</p> <p>Benefits and opportunities associated with improving ICT skills and digital literacy.</p> <p>Role of digital literacy in accessing information and engaging in lifelong learning.</p>

Units	Learning outcomes	Content
Language skills: benefits of learning new languages	<ul style="list-style-type: none"> Understand the cognitive and cultural benefits of language learning. Understand the impact of language learning on personal and professional growth Recognize the connection between adaptability, flexibility, lifelong learning, and language skills. 	<p>Cognitive and cultural benefits of language learning.</p> <p>Personal and professional growth through language acquisition.</p> <p>Role of language skills in effective communication and a globalized world.</p>
Oral and written communication	<ul style="list-style-type: none"> Describe strategies for conducting effective oral and written presentations. Identify effective oral, and visual communication skills. Recognize strategies in oral and written presentations that allows to effectively deliver the message. 	<p>Plan presentation</p> <p>Email writing</p>



U n i t 0 1

Learn to Learn

Learning Outcomes

On successful completion of this module, participants shall be able to:



Explain the definition, aim and process of learn-to-learn.

Identify strategies that can be used to better focus on learning.

Identify ideas and activities to avoid procrastination.

Content

What is the learning-to-learn process?

Strategies to learn to learn.

Procrastination

Introduction

Sometimes it feels like we take forever to learn something new, and we do not know why. On the other hand, sometimes we learn a skill or a concept so fast. Why does this happen?

How does learning work and what is the best way to learn? If we learn-to-learn, we can be more efficient. The ability of learning to learn improves the way you can acquire new ideas, concepts and skills. It is a way to maximize the ability to gain knowledge.

What will happen if you learn-to-learn?

You will be capable of learning at a faster pace, you can learn the subject you have been waiting for forever and did not know how. In this unit, you will deepen your understanding of learning to learn and the process behind it. This will enable you to become a faster and more effective learner.

You will also have the chance to learn strategies and how to apply them in your daily life, including how to cope with procrastination.

What is the learning-to-learn process?

Learn-to-learn is a skill that can be applied in any part of your life. It means that you can keep going, manage your time, and find what you need to learn on your own, whether you are by yourself or with others.

Having this skill developed allows you to know how to learn, find opportunities to learn, and push through obstacles that you may face during your apprenticeship. Learning-to-learn helps you use what you know in different situations, like at home, at work, and in your social or professional life.

Learning how to learn entails acting, being proactive, having initiative and recognising opportunities. Mastering this skill also promotes a better adaptation to different situations, develops critical thinking, problem-solving, time management and innovation reasoning. Moreover, continuing to learn new things relates to better ageing since it delays the loss of some cognitive abilities like memory, language, or attention.


Critical thinking, problem-solving, time management and innovation are valuable skills for today's professional and personal life!

→ **PRIORITY 45** has units dedicated to these topics!
Review **Module 4 Critical & Innovative thinking**

Learning sometimes can feel overwhelming. Sometimes you do not know how to start you may not feel rewarded, or you want to quit. Finding your learning style might come handy

In your workplace, you have to use a new software

After basic training, you are faced with challenges such as creating visualisations or importing specific data formats. Do not avoid questions like: “How can I improve the data visualisations?” or “What is the best way to handle this data format?”



Try out the software's functions, explore tutorials and ask experienced colleagues for help. Mistakes and obstacles are part of the process. This cycle of practice, questions and experimentation helps you not only to master the tool but also to find more effective ways of dealing with data analysis in your work.

Let's say you want to learn culinary

You started by gathering various resources (online recipes, cookery videos and recipe books). Your plan could be starting with the basics, such as knife skills and fundamental cooking techniques. Then move on to specific cuisines or types of dishes you want to master, such as Italian dishes.

To stay organised, divide each cuisine or technique into smaller sections. In the case of Italian cooking, you could divide up sections for pasta, sauces and desserts.

Following your plan and dividing topics into smaller, more manageable sections, you can progress systematically and develop your culinary skills.

Imagine learning about gardening

Begin with basic research. Search for articles online or read the introduction of a gardening book. The aim is to gain an initial understanding of gardening and its various aspects without going too deep. This preliminary step helps you understand the landscape of the subject before digging deeper into specific skills and techniques.

Find your learning style

You already have your steps written down, but do you know what your learning style is? Most of us try to learn by reading. But this style is not one size fits all. Other styles might be more appropriate for you. There are many ways to learn and none of them are right or wrong, you simply have to try out various methods and find the one you identify the most with.

— Visual learners

Visual learners are persons who prefer to have information on a map, diagrams, or charts. They understand and remember things by sight and they have a picture of what are learning in their head.

Visual learners have vivid imaginations, so they can easily create mental images that can help when they are recalling relationships between concepts.

Tips!

Try to visualize things that you hear or read. A whiteboard or a smartboard is your best friend. You should draw pictures or diagrams on the board to help you learn better. You can replace keywords with symbols or images. Use colours, fonts and different layouts in your study. Don't forget you can use pictures and videos to learn.

- ➔ Use colour coding – different colours of pens and post-its – can help emphasise categories or separate topics.
- ➔ Mind maps are important tools for visual learners as they offer a visual way to see the big picture and relate concepts.

Visual learners tend to be easily distracted by noise and other external stimulus. Because of that, they should choose quiet and visually organised places to learn.



— Auditory learners

Auditory learners are persons who prefer to listen to the information. They learn better reinforced by sound. They benefit from listening to explanations or instructions instead of reading them.

Participating in group discussions may facilitate the learning process and receiving instructions orally may also be more effective than reading them. Auditory learners usually are very good in oral presentations and public speaking, too.



Tips!

You can read the information out loud. Listening to videos will help you learn faster. Try to repeat the information that you are learning. You can also talk to yourself while studying. Try to listen to someone explain the information and if needed you can debate, and you should not be afraid to ask questions. In your coffee breaks, you should join your colleagues for informal conversations you might learn more than you expect.

→ Check for podcasts, audiobooks or other audio-learning resources online.

— Read/write learners

Read and write learners prefer to learn through written words. Focusing on text-based information is likely to be the fastest learning experience.

The act of writing down helps these learners reinforce concepts, so it is important to always bring a notebook and a pen, just in case.

Making notes, underlining or highlighting are strategies that should be implemented by read/write learners because these actions allow them to focus on key information and reinforce understanding.

When looking for information, read/write learners prefer written explanations or manuals, instead of verbal instructions, as these materials allow for careful review. To structure plans, they prefer to create written plans or outlines before tackling a project or task.



Tips!

PowerPoints and manuals are your friends. You should take notes of the information. Translate ideas and principles into other words. Organize information by category and importance. Beware you need time to learn or write down the information given to you. When you are learning always write down the key concepts and ideas. You probably will study better if you are by yourself in a quiet space.

— Kinaesthetic learners

These learners have great success through experiencing or doing things. They should practice and try to simulate the information if possible.

Kinaesthetic learners will benefit from watching practical demonstrations, simulations, or role-plays. These and other activities that allow them to physically experience the situation they intend to learn, not only speed up the learning process but also make it more useful.

Interactive workshops are the ideal learning environment for these learners, as they prefer learning by doing, and they understand and remember information more effectively when they can actively apply concepts in real-life situations.

Kinaesthetic learners often incorporate physical movement into their learning process. Taking short breaks for stretching or moving around can enhance their concentration.



Tips!

Demonstrations, case studies; and roleplays are good tools for you to learn. Practice solutions to your problems. Use real-life examples to explain and to understand principles. Teaching others might help you understand better. Kinaesthetic learners have a hard time sitting for too long so take breaks to move around.

Strategies to learn-to-learn

Learning—to—learn strategies are your trusty tools for mastering new knowledge and skills. These can be simple tricks or clever ways to connect and use what you've learned in various situations. They help you understand and remember things better. Think of them as your brain's game plan, guiding your focus and memory to reach your learning goals [4].

Would you like to know some strategies that can help you develop this skill, and overcome some of the difficulties that all of us find when starting to learn something new?



Get the big picture!

Start by doing some research, whether using the internet or a book related to the topic. The idea is to gain an understanding of what the topic entails and its scope.

Example: Let's say you want to plant, diving on what seeds you choose seems a good way, but you need to have an understanding a bit about watering and the soil first.

Set SMART goals!



Now that you have a grasp on the subject and how big is it, you should narrow it.

- Define specific, measurable, and achievable learning goals.
- Break down larger goals into smaller, manageable tasks.

Setting goals means you are creating precise targets that you need to accomplish. Be careful setting your goals and targets because if they are unrealistic, you can become discouraged.

Example: Complete the project management certification course and achieve a passing score within six months from the start date.

Active learning

- Engage with the material, whether through discussions, hands-on activities, or teaching concepts to someone else.
- Avoid passive learning by regularly asking questions and seeking to understand the “why” behind concepts.

Example: Participate in hands-on workshops in your workplace or join groups focused on the topic you want to learn.

Effective Time Management

- Create a schedule that allocates dedicated time for learning.
- Break study sessions into focused, manageable segments with short breaks in between.

You can learn more about Time Management in Module 3 of **PRIORITY45** virtual course.

Find and use various resources

With goals and targets defined, you need to gather resources that can help you learn. Nowadays, there are several available resources on the internet, but you can also use books. To avoid a lot of information and redundant data, break the information into smaller lists so you can achieve your goals.

- Explore a variety of learning resources, including textbooks, online courses, videos, and interactive simulations. Break down larger
- Seek out materials that align with your learning style for a more effective learning experience. goals into smaller, manageable tasks.

Example: Besides looking for a textbook, enrich your learning experience with videos and documentaries, peer discussions, podcasts and library resources.

Learn and play around

- Now that you have acquired information on a topic, you need to practice what you learn.
- When you explore more questions might come up, If you try to answer your questions you can find what is important in certain topics, repeat this process and do not be scared to fail practising.

Take Breaks

- Schedule regular breaks during study sessions to prevent burnout and maintain focus.
- Physical activity during breaks can enhance cognitive function

Example: After you finish a topic you may take a break, so you have time to absorb the information. Afterwards, you can go into another subject with a clear mind.

Continuous Learning

- Cultivate a mindset of continuous learning and stay curious about new topics.
- Embrace challenges and view setbacks as opportunities for growth.

Example: Take a formal course, a workshop, a conference or a seminar to develop more knowledge in a certain topic.

Procrastination

Procrastination is the act of unnecessarily delaying decisions or actions and is a common phenomenon that we all encounter at various points in our lives. Examples of procrastination are when you have a deadline in a week, but you start working on it on the last day, even if you know it would be better if you started earlier. Or, for instance, when you keep scrolling through social media or reorganising your closet instead of tackling the important to-do list. It is a common struggle that many of us grapple with [5].

What are the consequences of procrastination?

Procrastination can have a big impact and can bring negative consequences in your life, including wasting opportunities, sabotaging your goals, lowering self-esteem, damaging your reputation.



Check some consequences of a procrastinator behaviour:

Miss opportunities

It often leads to lost opportunities like a job application, a project deadline or achieving a personal goal.

Increase stress & anxiety

The closer a deadline gets, the more intense these feelings become. This increased stress can have negative effects on physical and mental well-being.

Poor performance

It negatively affects the quality of work. Rushing to complete tasks at the last minute can lead to errors, mistakes and inferior results, which end up affecting your performance and reputation.

Troubled relationships

You may delay conversations or neglect responsibilities and that can strain your connections with others.

Regret & guilt

Recognising that you could have done better or achieved more is emotionally draining and diminishes self-esteem.

Ultimately, overcoming procrastination is not just about meeting deadlines; it is about regaining control over your life, reducing stress and unleashing your true potential.

If you can handle procrastination you will have more time for yourself, you will be less stressed, and you will have a higher quality of life [6], [7].

How to deal with procrastination?

Everyone procrastinates but if procrastination starts to interfere with your daily life, you cannot overlook it so you can address the issue and seek strategies to overcome it. After that, you may implement some strategies that can help you overcome it.

1. Think about it

Why are you procrastinating? Is it due to fear, lack of motivation, or feeling overwhelmed? Understanding the underlying causes is the first step toward addressing the issue.

2. Set clear goals and prioritize tasks

One of the reasons people procrastinate is because work can be too overwhelming. To fight this you should break the work into pieces. If you keep procrastinating, no problem, break even further. You can make a list of what you're going to do, and the first item should be something you can do fast.

Prioritize your tasks based on urgency and importance; this will help you by reducing the overwhelming feeling caused by deadlines.

3. Adjust your environment

You should look at your environment and feel that is a working place organised and functional. You can put your phone on plane mode, or you can even hide it, so you are not tempted to look into social media.

4. Take a break

This might seem counterproductive but taking a break is not the same as procrastinating. You can use the Pomodoro Technique [8]. You work for 25 minutes and take a quick break of 5 minutes. After 4 times of repeating this, you take a bigger break. Sometimes when you try to work for a long time you end up not being productive. If you take breaks, you will be able to focus more.

The **Pomodoro Technique involves 25-minute focused work sessions**, called “pomodoros,” **followed by five-minute breaks**. After four sessions, take a longer break of 15 to 30 minutes. The term “pomodoro” is Italian for tomato.

5. Reward yourself

Everyone likes to be rewarded, so why not use this to your advantage? Rewarding yourself after doing something at work can help you form a habit, this will help you be more disciplined, and you will end up procrastinating less. After doing a good chunk of work, do something you enjoy. You can grab an ice cream or go for a run.

Overcoming procrastination is an ongoing journey and setbacks are a natural part of the process. Learn from these setbacks, adapt your strategies and continue to refine your approach until you develop more effective habits.

Summary

As part of the wider “Learning-to-Learn” module, the unit aims to encourage participants to “learn how to learn”. With this unit, participants learnt about strategies that improve active learning, as well as how to tackle the common obstacle of procrastination. Discussions of procrastination are linked to the overall theme of “Learning to Learn”, and by equipping participants with practical strategies for overcoming procrastination and learning actively, the unit promoted a mindset conducive to continuous learning. The strategies offered do not just address procrastination; they are essential tools for mastering the art of learning itself. This holistic approach enables individuals not only to absorb information effectively, but also to cultivate lifelong learning habits.

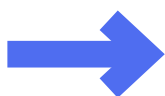


U n i t 0 2

Benefits of Improving ICT skills – Digital Literacy

Learning Outcomes

On successful completion of this module, participants shall be able to:



Understand the importance and relevance of ICT skills and digital literacy in today's digital age.

Understand the role of digital literacy in accessing information.

Identify fundamental ICT concepts, tools, and technologies.

Recognise the impact of digital technologies on various aspects of personal and professional life.

Engaging in lifelong learning and participating in the digital economy.

Content

Fundamental ICT concepts, tools, and technologies.

Importance and relevance of ICT skills and digital literacy at 45+.

Benefits and opportunities associated with improving ICT skills and digital literacy.

Role of digital literacy in accessing information and engaging in lifelong learning.

Introduction

Understanding and using digital tools is important in today's world.

In this unit, we will explore how improving your digital skills can benefit you in various ways. Digital literacy means being good at using and understanding technology and information systems. Because technology is growing fast, having these skills is important for your success, both in your personal life and at work. We will start looking at how getting better at digital tasks can open new opportunities for you, make you more productive, and help you succeed in the digital world we live in.

Importance and relevance of ICT skills and digital literacy at 45+.

It is challenging to overstate the value and relevance of digital literacy and ICT skills for you if you are 45 years of age and older. These skills are now essential in a world that is becoming more digitally connected for several reasons.

If you are looking for new opportunities to pursue both professional and personal fulfilment or a way to better adjust to your existing professional environment, digital literacy becomes a need for success in this ever-changing environment.

From basic computer skills to a deeper comprehension of internet tools and technology, digital literacy covers a wide range of abilities. Currently, being able to operate software, interact digitally, and navigate online platforms is essential. It enables you, as someone over 45, to take advantage of opportunities in a variety of fields, including entrepreneurship and creative endeavours, remote jobs, and online learning.

One of the main benefits of digital literacy is how it helps you overcome obstacles to education. In the past, if you wanted to go back to learning, there were time limits, restrictions based on where you lived, and financial challenges. However, online learning platforms have changed this situation. They offer a lot of information and courses that you can access anytime, from anywhere, and often at little or no cost. This makes education available to you whenever you want, making it easier for you to keep learning throughout your life.

Personal enrichment is a key part of lifelong learning, and it is not just about work-related skills. It gives you, especially if you are 45 years and older, the chance to expand your understanding of the world. Take learning a new language, for instance – it is a great way to grow personally.



If you are digitally literate, you can use language-learning apps and online courses to communicate effectively with people from around the globe. Plus, picking up a new language, even at an older age, brings cognitive benefits. It boosts your mental flexibility and contributes to your overall mental well-being.

When it comes to growing professionally and learning new skills, digital literacy is crucial for you to stay competitive and adaptable at work. The modern workplace changes quickly with technology, and skills need to evolve. You might find yourself in situations where the expectations for your skills need to go up.

The good news is there are ways for you to learn new things, like webinars, digital resources, and online courses. Digital literacy helps you take control of your learning process. Professionals who stay updated on industry changes and get certifications that match their skills are highly valued in their respective fields.

You can learn more about the benefits of learning new languages, in this module of PRIORITY45 virtual course.

Importantly, if you are over 45, you will discover that the flexibility of digital learning is a perfect match for your schedule and responsibilities. Learning can easily blend with your work, family, and personal obligations because you have the freedom to access course materials and engage with content whenever it is convenient for you. Thanks to the adaptive nature of online learning, you can progress at your own pace, which takes away the stress of going back to school.

Collaboration and communication get easier with digital literacy. You can connect with a global community of learners using social media groups, video conferencing, virtual classrooms, and discussion forums. Despite being far apart geographically, you can share experiences, gain new insights, and build a sense of community with people who share similar interests. This social connection adds a valuable new dimension to lifelong learning through networking and sharing ideas.

In conclusion, if you are 45 years or older, you can embark on a lifelong learning journey that evolves with the support of digital literacy. Digital literacy ensures your competitiveness and adaptability in the workplace, allowing you to keep up with the changing needs of the job market. It is not just a skill; regardless of your age, it is a gateway to a future filled with success, fulfilment, and personal development in all aspects of your life.

Fundamental ICT concepts, tools, and technologies

To be digitally literate, it is crucial for you to understand technological devices. Even if you grew up when traditional communication was common, you have witnessed the rapid growth of technology. You need to get familiar with various devices like desktops, laptops, tablets, and smartphones, including their features and how they operate.

Knowing how software applications and operating systems (OS) work a basic ICT concept is. Operating systems, like Windows, macOS, and Linux, act as a bridge between you and the computer hardware. It is important for you to become skilled at using and personalizing different operating systems. Also, basic digital literacy requires you to be familiar with common software programs such as Microsoft Office (Word, Excel, and PowerPoint) or similar open-source programs like **LibreOffice**. These tools are widely used at home and in the office.

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→ **Microsoft Word Tutorial - Beginners Level 1**



Being digitally literate means you can use the internet. This involves using web browsers, searching for information online, and communicating through email and messaging apps. It is important to understand the basics of online security, like spotting **fishing schemes** (See Additional resources) and choosing strong passwords. You should also be able to identify reliable sources on the web and tell the difference between accurate and false information.

Effective management of files is yet another crucial aspect of digital literacy. This entails using file directories, naming, and arranging folders, organizing files and documents on a computer, and comprehending file formats. To avoid data loss, people should understand how to save, retrieve, and back up their digital files.

Proficiency in handling data is crucial in a professional setting. Adults over 45 who are digitally literate comprehend the concepts of data management and analysis. They ought to be able to arrange data, make charts, and do data analysis using spreadsheet programs like Google Sheets and Microsoft Excel. This is especially helpful for people in business, finance, or any other sector making judgments based on data is necessary.

GOOGLE SHEETS TRAINING AND HELP

→ [HTTPS://SUPPORT.GOOGLE.COM/A/USERS/ANSWER/9282959](https://support.google.com/a/users/answer/9282959)

Even if using the internet is a basic skill, you can enhance your ability to conduct advanced online research. This involves exploring academic databases and research repositories, using search operators, and refining search queries for accurate results. For professionals aiming to stay current in their fields and make informed decisions, proficient internet research is essential.

It is important for everyone to know the best practices for staying safe online. This includes being aware of common online threats like malware and phishing scams and understanding how to protect your devices and information. You should also understand the importance of privacy settings on social media and other websites, and you should be able to adjust these settings to your preferences.

CONSIDER YOUR CURRENT LEVEL OF DIGITAL LITERACY AND HOW IT HAS IMPACTED VARIOUS ASPECTS OF YOUR LIFE.
REFLECT ON THE FOLLOWING QUESTIONS:

Personal Experience

How has digital literacy played a role in your personal growth and enrichment? Have you engaged in any online learning experiences, and if so, what were they?

Professional Development

In terms of your professional life, how has digital literacy influenced your ability to adapt to changes in the workforce? Have you used online resources for upskilling or acquiring new skills?

Challenges and Opportunities

Reflect on any challenges you have faced in the digital world and how you overcame them. Additionally, consider the opportunities that digital literacy has opened for you.

Collaboration and Networking

Have you used digital platforms for collaboration and networking? Reflect on any experiences where you connected with a global community for learning or professional purposes.

Future Goals

Consider your future goals and aspirations. How do you envision digital literacy continuing to play a role in your lifelong learning journey and personal development?



Here are some basic guidelines for Social Media Use.

Common Types of Social Media Attacks

Account Takeover: Dangerous activity carried out through unauthorized access to private social media accounts.

Phishing is the practice of tricking someone into exposing private information by using fake login pages or misleading messaging.

Distribution of Malware is the act of disseminating harmful links or infected file attachments within conversations or postings.

Social engineering is the practice of using psychological methods to trick others into disclosing personal information or taking specific activities.

Account Hijacking is the practice of spreading harmful material using a company's or organisation's social media accounts.

Promoting fraudulent schemes that direct viewers to dangerous websites or mislead them into engaging in illegal activities is known as **clickbait and scams**.

Protective Measures for Social Media Security

Strong Passwords: Utilize unique and robust passwords for each social network, incorporating three random words.

Two-Factor Authentication (2FA): Add an extra layer of security by enabling 2FA on social media accounts.

Privacy Settings: Set accounts to private, review default privacy settings, and control who sees your information.

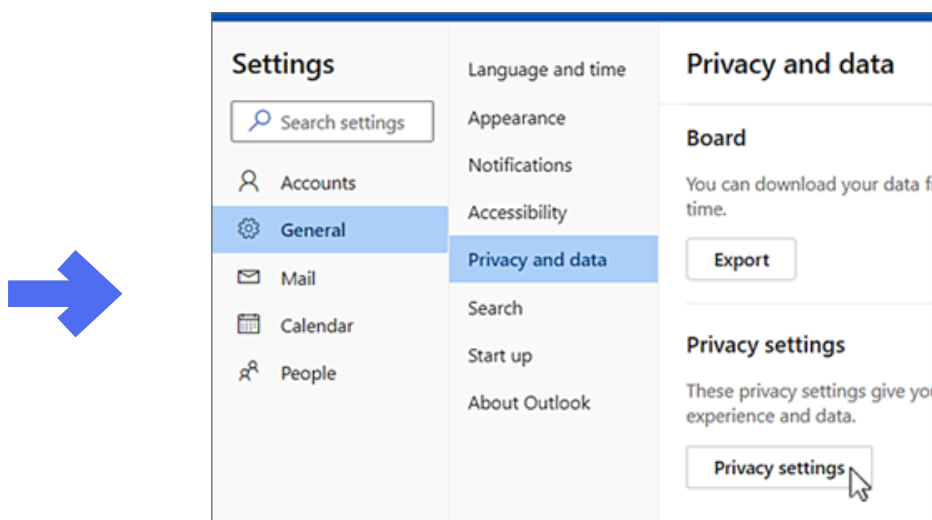


Image: Microsoft <https://support.microsoft.com/en-gb/office/access-your-account-privacy-settings-3e7bc183-bf52-4fd0-8e6b-78978f7f121b>

Device Security: Always lock devices or log off to prevent unauthorized access to social media accounts.

Caution in Sharing: Be mindful of personal information shared online to prevent social engineering attempts.

Blocking Function: Use the block function to protect against spam accounts and unwanted interactions.

Avoid Clicking Suspicious Links: Exercise caution and avoid clicking on links in posts, tweets, or messages unless their legitimacy is confirmed.

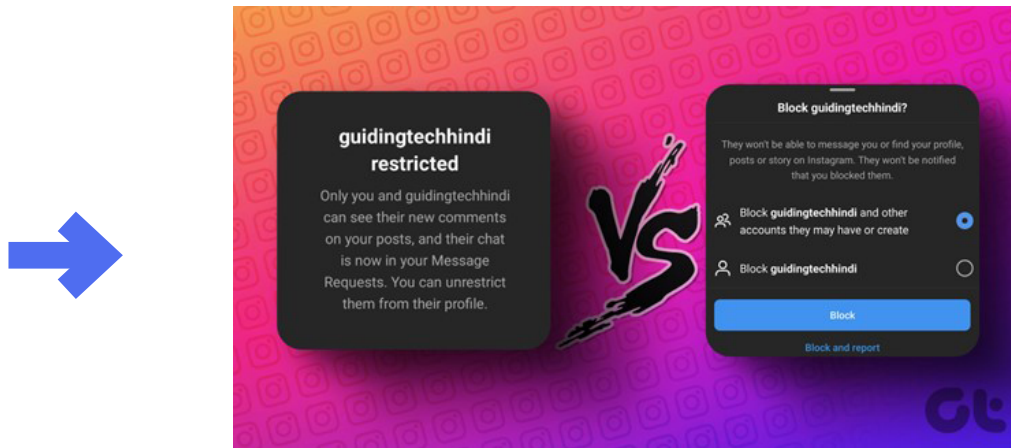


Image: <https://www.guidingtech.com/instagram-restrict-vs-block-difference-privacy/>

Awareness of Social Media Phishing

Take caution to prevent being a victim of phishing on social media:

Critical Thinking. Before answering, evaluate the accuracy of the statements and strategies on social media.

Verification. Use official ways to contact the authorized organisation to confirm the legitimacy of any posts or tweets.

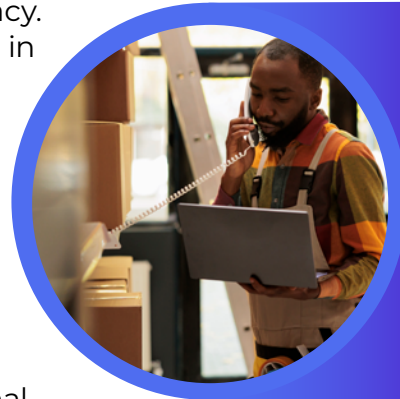
Threat Recognition. Recognize and stay clear of financial risks and offers that appear too good to be true.

Contact Authentication. To ensure that the request is authentic, call the appropriate number if you are unsure.

As more financial institutions move to digital platforms, it is essential for you to become proficient in using online banking services. You should know how to use banking websites or mobile apps to check account balances, make payments, transfer money, and ensure secure financial activities. Additionally, for safe transactions, it is important to understand secure online buying techniques. We strongly recommend asking your bank for guidelines on using their platforms.

Lastly, being a responsible digital citizen is a crucial part of digital literacy. This involves understanding online ethics, treating others with respect in virtual spaces, and avoiding cyberbullying. It also includes recognizing the impact of your digital footprint on your reputation and privacy.

In summary, understanding basic ICT concepts, tools, and technologies is a crucial first step for you, especially if you are aged 45 and above, on your journey towards digital literacy. It empowers you to effectively use digital devices, access information on the internet, communicate online, and navigate various digital platforms securely and confidently. These skills are the building blocks of your digital competence and open the doors to lifelong learning, professional development, and active participation in the digital world.



Benefits and opportunities associated with improving ICT skills and digital literacy

In today's world, where technology is everywhere, developing and improving your ICT skills and digital literacy is not just helpful – it is essential, especially if you are 45 or older. People in this age group can enjoy numerous benefits and opportunities that go beyond personal growth.

Improving your ICT skills has a significant advantage for your professional life - empowerment. The ability to adapt quickly to new technologies in the workplace is highly recognised by employers, so you become more desirable and attractive to them. It also paves the way for learning additional skills that you can use to keep your career moving or to discover new paths. Knowing the digital terrain is essential for anyone who wants to improve their chances in today's labour market.



Let's check some benefits and opportunities you can find with ICT:

- **Develop an attractive LinkedIn profile** summarising your skills and experience. Look for options that are relevant to your experience and apply for vacancies through online job portals.
- **Take online courses related to your field of work**, such as learning project management techniques or digital marketing.

- **To establish a reputation for yourself in your field**, become familiar with software tailored to your industry. If you have an entrepreneurial mindset, you can launch your own company with the help of digital literacy. Investigate online retail platforms and learn digital marketing tactics to expand your customer base.
- **The use of remote work is rising**, and being digitally literate guarantees that you can handle it with ease.
- **Online education allows you to discover fresh hobbies and interests.** Gain insight into the digital life of the younger generation to establish a connection.
- **Adopt social media to maintain relationships and investigate online gaming to find common interests.**
- **Engaging with like-minded persons** is also facilitated by digital literacy. Participate in forums and social media groups related to your hobbies or passions. Platforms like Reddit offer spaces for meaningful discussions and connections.
- **Stay in touch with friends and family** through video calls on platforms like Zoom. Share updates and photos on social media to maintain strong connections, regardless of physical distance.
- **Navigate healthcare and government services online.** Schedule medical appointments and access telehealth services. Learn to use government websites for tasks like license renewals or bill payments.
- **Make informed decisions by researching online reviews and staying updated** on current events through reputable news websites. Digital literacy empowers you to gather information independently.
- **Explore your interests with online courses, from photography to music.** Join virtual book clubs or webinars on personal development to keep growing both personally and professionally.
- **Enhance your thinking and problem-solving skills** through online puzzles and brain-training apps. Engage in strategy games that challenge your mind.
- **Connect with people worldwide** through language exchange platforms and global forums. Embrace different cultures by exploring virtual museum tours and connecting with individuals from diverse backgrounds on social media.



Lastly, digital literacy is basis that helps you stay ready for changes in technology. When you keep improving your ICT skills, you make sure you can handle new technologies. This makes you resilient and adaptable in the always-changing digital world.

In summary, if you are 45 or above, getting better at ICT skills and digital literacy is not just for now; it is investing in a future where you can actively be a part of and enjoy the benefits of the digital age. It is preparing yourself for what is coming next!

Role of digital literacy in accessing information and engaging in lifelong learning

In today's digital world, getting the hang of digital literacy is crucial for your continuous learning and getting information, especially when it comes to growing in your career. Digital literacy has a big and revolutionary impact on these areas.

Being digitally literate gives you access to a wealth of information. By using search engines, databases, and online libraries, you may access a massive amount of information on a wide range of subjects. This implies that you must be informed of things like business tactics, emerging technology, and market trends. It gives you the resources to conduct research, access scholarly papers, and acquire market intelligence, that help you make wise decisions in your work

Additionally, digital literacy lays the groundwork for skill development and e-learning. A vast array of topics is covered by webinars, tutorials, and courses offered in online learning settings. By improving your skills and keeping up with changes in the sector, you remain competitive in your job. Two key components of lifetime learning are professional networking and mentoring. Digital literacy facilitates peer, mentor, and industry connections via social media, online forums, and professional networking sites.



Participating actively in these online communities fosters professional growth by allowing knowledge sharing and staying up to date with developments in the field.

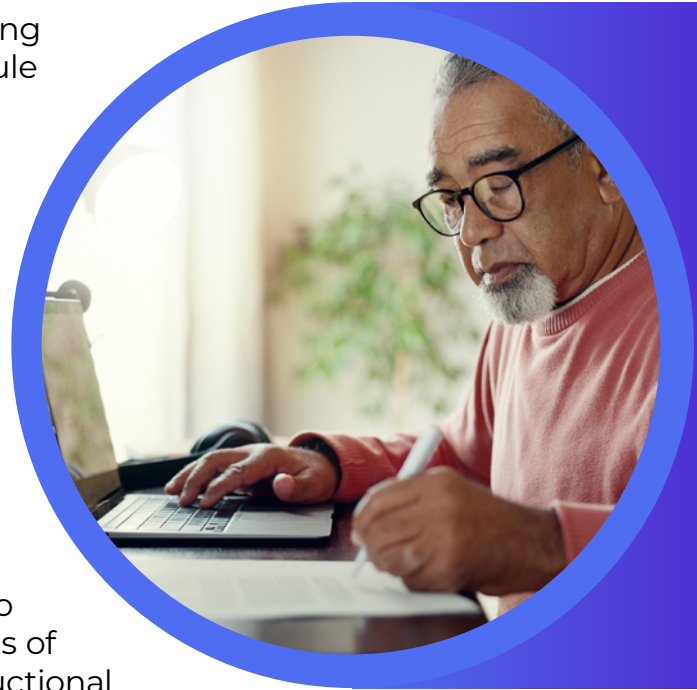
Digital tools make it easier to manage ongoing training. You can track your progress, schedule online courses and access resources conveniently. This gives you flexibility and simplifies the process.

Knowing how to use digital tools also makes it easier to find many educational materials. You can access podcasts, webinars, and YouTube tutorials in addition to traditional classroom instruction. This provides a flexible approach that accommodates a range of learning preferences and styles.

E-books and digital libraries are great tools to learn new things. They give you access to lots of scholarly articles, research papers, and instructional materials, which can help in your independent study and research.

In online learning, adaptive learning technologies are a big deal. They personalize your learning experiences based on how you are doing. These platforms make sure your learning is effective and tailored just for you. They change how fast you go and what you learn based on how well you are doing.

Digital literacy is a key to endless learning. It encourages you to keep learning, to adapt to changes in your field and to invest in yourself. Understanding digital literacy gives you the confidence and power to embrace lifelong learning in a world where learning never stops.



Summary

We covered the critical subject of digital literacy in this course, emphasizing its importance for people 45 years of age and above, especially in terms of career advancement. We examined the critical role digital literacy plays in promoting lifelong learning and information access, highlighting the special advantages and opportunities it offers.

Digital literacy is essential for e-learning, which offers chances to improve abilities and adjust to market expectations. It is not only about professional progress. Furthermore, it enhances the lifetime learning experience by promoting community involvement, professional networking, and mentoring. With readily available digital tools, a variety of learning resources, digital libraries, and collaborative platforms that accommodate various learning styles, digital literacy makes managing lifelong learning easier.



U n i t 0 3

Language Skills

Benefits of learning
new languages

Learning Outcomes

On successful completion of this module, participants shall be able to:



Understand the cognitive and cultural benefits of language learning.

Understand the impact of language learning on personal and professional growth,

Recognize the connection between adaptability, flexibility, lifelong learning, and language skills.

Content

Cognitive and cultural benefits of language learning.

Personal and professional growth through language acquisition.

Role of language skills in effective communication and a globalized world

Introduction

We will explore the significance of learning new languages in this language study unit designed for those 45 years of age and up. Language proficiency benefits people in many ways than just communication; it promotes cultural understanding, helps with cognitive development, and opens doors in the workplace.

Acquiring new language skills broadens viewpoints and improves cognitive resilience, especially at a time when global connections are highly valued. We will examine the many benefits of adopting language acquisition throughout this subject, acknowledging its critical role in both personal and professional development.

Cognitive and cultural benefits of language learning

Starting the process of learning a new language involves much more than just picking up vocabulary and grammar standards. This language project combines mental acuity, inventiveness, and cultural awareness into a complex web of cognitive and cultural advantages.

There are numerous cognitive benefits to picking up a new language. Studies have repeatedly demonstrated that learning a language increases brain activity and improves cognitive abilities. The brain's capacity for notion switching, or cognitive flexibility, is noticeably enhanced. People who speak more than one language typically have better problem-solving abilities since learning a language requires one to interpret intricate grammatical rules and decode complex linguistic patterns.

Furthermore, people who are bilingual or multilingual frequently have improved executive function and memory retention. Switching between languages seems to be a regular mental workout that strengthens the brain's information management capabilities, which enhances memory recall and decision-making.

Thus, studying a language has cognitive advantages that translate to other areas and promote mental agility and sharpness.

Learning a second language

Boost
memory

Increased
attention

Build
multitasking
skills

Improve
decision
making
skills

You
become
smarter

Expand
career
potentials

Figure: B. Bansode, "Why Learn a Foreign Language," Nov. 2, 2017. [Online].
Available: <https://aimpediatoday.wordpress.com/2017/11/02/why-learn-a-foreign-language/>

Acquiring proficiency in a new language is like opening a creative gate. Your creativity comes into play when you work with new vocabulary and sentence structures, assisting you in coming up with original methods to convey ideas. This creativity is not limited to language; it also helps you solve problems by looking at them from different angles and finding creative ways to communicate.



The gardener does not make a plant grow. The job of a gardener is to create optimal conditions for growth

— Ken Robinson —

AZQUOTES

Image: Quote https://www.azquotes.com/author/22116-Ken_Robinson



Here, you can discover new ways to communicate creatively.

These techniques not only improve your language skills, but also encourage creativity in various areas of life.

Storytelling Through Gestures

Using gestures to communicate stories is a useful technique, particularly when negotiating cross-cultural communication. You may overcome cultural barriers and communicate complicated ideas by using universal gestures rather than just spoken words. Consider telling a story to coworkers from various cultural origins while utilizing gestures to ensure that everyone can understand it. It is a fresh approach to improving dialogue in a variety of contexts.

Metaphors and Analogies in Communication

By utilizing well-known terms to explain complicated situations, you improve understanding and clarity. Think about comparing a challenging work environment to a “mountain to climb.” This metaphor helps to effectively explain the essence of the situation and makes the idea more approachable.

Word-Picture Association

There is a method called Word-Picture Association that goes beyond repetition. Consider connecting a word like “apple” to an image in your mind of a juicy red fruit. This improves memory recall while also making the language stronger over time. It is like building a mental picture gallery with words connected to visuals, which makes learning fun and efficient.

Incorporating Humour

Not only can humour make people laugh, but it can also be used as a strategic instrument to increase participation and create a positive environment in language acquisition. Consider applying light humour to calm tense situations in business. It fosters an easy-going, transparent atmosphere that enhances learning while increasing effectiveness.

When you use creative methods to learn a language, you are doing more than just studying words. These techniques make learning more engaging and fun. You start to see words as a way to connect with others and understand different viewpoints, which can help you in both your personal and professional life.

Becoming fluent in a new language opens opportunities to learn about different cultures beyond what you already know. This can lead to a greater appreciation for diversity because you're not just learning words, but also understanding the traditions, history, and everyday lives of people from other cultures.

By getting to know the cultural aspects of a language, you become more culturally aware. This makes it easier for you to communicate respectfully and effectively with people from various backgrounds. While learning a new language can be challenging, it is also rewarding because it helps you gain insight into the many different cultures that exist around the world.

For example, did you know that in a business meeting in Japan, exchanging business cards is a culturally significant gesture? The appropriate way is to accept the card with both hands and take a moment to read it, reflecting respect and acknowledgement. In situations like being invited to a traditional meal in India, expressing satisfaction with the food is essential for cultural courtesy. Complimenting the host during the meal is appropriate and shows appreciation for the hospitality.

When communicating with colleagues from the Middle East, time management is a crucial consideration. Punctuality is highly valued in this context, emphasizing the importance of arriving on time. Understanding communication preferences is key when interacting with a colleague or a friend from South America. People prefer direct communication, appreciating unambiguous expressions.

In social events in Sweden, personal space perceptions influence interactions. Maintaining a moderate distance during conversations aligns with cultural norms, and respecting individuals' preferences for personal space.

These examples show the importance of cultural understanding. It helps you move smoothly through different cultures with respect. When you learn languages and explore cultures, your interactions with people from different backgrounds become more meaningful and respectful. In other words, learning a new language has both cognitive and cultural benefits. Learning a language affects many aspects of your life, such as your ability to adapt, your openness to new ideas, and your attraction toward the arts.

Personal and professional growth through language acquisition

Acquiring language skills transforms into a whole undertaking that supports the mind and soul, laying the groundwork for ongoing personal growth. For example, when people learn a language, they frequently find that the language has additional cultural characteristics.

Beyond just words, this process of discovery provides an understanding of the historical settings, practices, and traditions that influence language usage. In addition to improving language skills, this kind of cultural understanding broadens one's perspective and inspires people to accept diversity and appreciate how intertwined all cultures are. In this sense, learning a language turns into a life-changing experience that enhances not just communication abilities but also personal development and cultural enrichment.

The improvement of social skills is one of the major effects of language learning. People who speak multiple languages frequently find it easier to navigate social situations.

Overcoming linguistic obstacles can help you connect and comprehend others, which paves the way for deep and lasting relationships. This increased social flexibility aids in the growth of critical interpersonal skills as well as enriching personal lives.

As you engage more meaningfully with others, your learning journey becomes a collaborative and communal experience, where you can connect with other language enthusiasts. When people speak the same language, social life improves. It creates a sense of community and helps people feel less alone. For instance, a person learning Spanish may find joy in connecting with Spanish-speaking communities, participating in cultural events, and establishing friendships with native speakers. The learning process becomes a holistic venture that nourishes the spirit and mind, establishing the foundation for continuous personal development.

Moreover, the ability to communicate in multiple languages enhances adaptability and cultural awareness. Proficiency in diverse languages equips you with the capacity to navigate varied cultural landscapes, essential in our interconnected world. This cultural awareness fosters flexibility and adaptability, enabling one to thrive in multicultural environments.

Consider you want to learn French. When it comes to pronunciation and grammar, it is not just about getting the words right. It is a mental exercise that stimulates your memory and problem-solving skills. When you commit to learning grammar rules and new words, you are exercising your brain, making it sharper and more mentally flexible.

You can learn more about **social skills** in **module 2** of **PRIORITY45** virtual course.

Learning French goes beyond just the language.
Here's how diving into the culture enhances your experience:

- **Exploring Culture:** You get a complete understanding of French culture by exploring its literature, art, and food. This broadens your perspective and sparks curiosity about different ways of life.
- **Cultural Immersion:** Regularly listening to French music, watching French films, and reading French books helps you immerse yourself in the culture. This deepens your emotional connection to the language and makes you feel more connected to the French-speaking world.
- **Useful in Work:** Speaking multiple languages is increasingly valuable in the workplace. Globalization requires good cross-cultural communication, and being able to speak different languages helps in international cooperation and business.

- **Enhances Travel:** Knowing the local language enriches your travel experiences. It allows you to engage more deeply with the local community, understand nuances, and navigate foreign environments more easily.
- **Cognitive Benefits:** Language learning can boost your brain power. Research shows that multilingual people often have better creativity, memory, and problem-solving skills.

Being bilingual or multilingual lets you approach problems in varied ways, using different linguistic and cultural perspectives. This flexibility is a great asset in any professional setting that requires adaptability to complex situations.

As you have explored the multifaceted benefits of language acquisition, consider your own experiences and aspirations.

How do you envision language learning contributing to your personal and professional growth?

Reflect on the cultural insights gained and how embracing linguistic diversity might shape your journey. Feel free to share any specific languages or cultures you're eager to explore and the impact you anticipate it could have on



Role of language skills in effective communication and a globalized world

In today's interconnected world, having proficiency in multiple languages becomes an invaluable advantage for you. It is essential for efficient communication and significantly influences international relations.

Your ability to communicate across language barriers is fundamental to effective communication. Being multilingual makes it easier for you to connect with others and have meaningful conversations with people from diverse cultural backgrounds. This capacity to overcome language barriers promotes global cooperation and builds ties.

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It works well as a tool for relationship-building, mutual understanding, and negotiation. For instance, being able to communicate in the language of a foreign partner fosters trust and facilitates more successful negotiations. Being bilingual makes you better at navigating global markets in the business sector, adapting your communication to local conditions, and building stronger partnerships.

Additionally, your ability to communicate in another language is a major factor in both economic value and career advancement. You are better equipped to manage multinational teams, engage with a range of clients, and manage the difficulties of conducting business globally. Because it facilitates greater collaboration and communication in the increasingly globalized workplace, employers place a high value on language fluency.

Communication Skills Amplified through Language Acquisition

Verbal Articulation

Improving the way you pronounce, pitch and accent words is crucial to learning a new language. Paying attention to the way you speak helps you express yourself better. Developing clear verbal articulation through language learning is vital for effective communication.

Listening Proficiency

Paying close attention to native speakers is essential to learning a new language. Through this process, your listening skills are sharpened, developing a keen sense of various accents, tones, and contextual signals. Learning a language results in increased aural sensitivity, which enhances listening comprehension in any language.

Cultural Fluency

Language and culture are closely related. Learning the finer details of a foreign language's culture is essential to becoming skilled in it. You acquire cultural fluency through this immersion, which is an essential component of successful cross-cultural communication. Your interactions become more meaningful and context-aware when cultural nuances are understood.

Non-Verbal Competence

Learning a language involves more than just words; it also involves nonverbal communication. You gain competence in interpreting and using nonverbal clues, such as body language and gestures. This helps you to be more effective in communication in a variety of international settings.

Adaptability and Contextual Awareness

Being flexible is necessary to go around in a new language's complexities. You, as a learner of a language, acquire the ability to modify your communication style according to the situation, target audience, and cultural quirks. This flexibility, which comes from learning a language, is extended to more diverse communication situations and guarantees clear communication in a range of settings.

Expanded Vocabulary for Expressive Precision

Learning several languages increases your vocabulary, helping you to choose words more effectively. This variety of languages allows you to express complex ideas and emotions with precision. Having a broad vocabulary is crucial for clear communication.

Bridging Language Barriers

In today's globalized society, the capacity to communicate effectively across linguistic borders is essential. Being multilingual gives you a distinct advantage when it comes to overcoming language barriers and having meaningful conversations with people from different cultural backgrounds. This ability fosters understanding and collaboration on a global scale.

Economic Value and Professional Advancement

Multilingualism improves your chances for employment. Persons who speak many languages have an advantage in the workforce, especially for positions requiring cross-border teamwork and collaboration with a broad clientele. Companies understand how important your language skills are for promoting efficient communication in an international workplace.

Cultural Influence and Global Collaboration

Knowing another language helps us to better understand different cultures. When you understand the intricacies of a language, you also understand its cultural norms and perspectives. This understanding is essential for a peaceful exchange of ideas, for breaking down cultural barriers and for promoting global cooperation

In summary, language proficiency is a prerequisite for sophisticated and successful communication. Your language ability affects many aspects of your life, from speaking clearly to interacting with people across cultural boundaries and working internationally. By developing your language abilities, you provide yourself with the tools you need to successfully negotiate the complexity of a globalized society, creating deep connections and advancing understanding among people everywhere.

As you have delved into the various communication skills amplified through language acquisition, take a moment to reflect on your existing communication strengths. Identify the skills, such as verbal articulation, listening proficiency, cultural fluency, non-verbal competence, adaptability, and expanded vocabulary, that you believe align with your current abilities.

How do these strengths contribute to your effective communication, and in what ways can further language acquisition enhance these skills?

Think of examples from your personal or professional.





Case Study 1: Language Mastery in Global Business

Background

John, a seasoned executive in his early 50s, is leading a global business expansion initiative for his company. The venture involves establishing partnerships and collaborations with companies from diverse cultural backgrounds. Recognizing the importance of effective communication in this global endeavour, John decides to start learning a new language.

Challenges

Cultural Sensitivity: John understands that cultural nuances significantly impact business negotiations. To succeed in international business, he recognizes the need to develop cultural sensitivity through language proficiency.

Global Collaboration: The success of the expansion relies on collaborative efforts with partners from various countries. John aims to foster an environment of open communication and understanding, transcending linguistic and cultural barriers.

Negotiation Skills: Effective negotiation is crucial for forming successful partnerships. John believes that negotiating in the native language of his partners will not only convey respect but also enhance the likelihood of reaching mutually beneficial agreements.

Language Learning Approach

Cultural Sensitivity: John understands that cultural nuances significantly impact business negotiations. Targeted Language Acquisition: John identifies the key languages spoken by his potential partners. Rather than attempting to learn multiple languages simultaneously, he prioritizes the language most relevant to business expansion.

Cultural Immersion: Recognizing that language is deeply tied to culture, John immerses himself in cultural experiences related to the languages he is learning. This includes attending cultural events, engaging with native speakers, and consuming media in those languages.

Customized Training: John invests in customized language training programs that align with the specific business contexts he will encounter. The training focuses on industry-specific terminology, negotiation skills, and cross-cultural communication.

Outcomes

Enhanced Communication: John's language proficiency allows him to communicate directly with potential partners. This direct communication fosters transparency and builds trust, laying the foundation for strong business relationships.

Cultural Fluency: Through language learning, John develops cultural fluency, enabling him to navigate business customs, etiquette, and expectations. This cultural insight positions him as a respectful and adaptable leader.

Negotiation Success: With his language skills, John engages in negotiations with a deeper understanding of his partners' perspectives. This leads to more successful and amicable agreements, enhancing the likelihood of long-term collaborations.

Conclusion

John's proactive approach to language learning proves instrumental in the success of the global business expansion. His commitment to mastering key languages empowers him to communicate effectively, navigate cultural complexities, and forge meaningful connections in the global business landscape. This case study highlights the tangible benefits of language skills in driving international business success and fostering cross-cultural collaboration.



Case study 2: The benefits of a bilingual brain - Mia Nacamulli

Check the video!
Click on the button



Summary

The many advantages of learning a language are examined in this unit, with particular attention to the cognitive, cultural, personal, and professional benefits for those over 45. You gain an understanding of the cognitive benefits of language learning, including enhanced creativity and problem-solving abilities.

The Unit emphasizes how language proficiency contributes to social development, personal advancement, and better career opportunities. It also explores the essential role that language competency plays in effective communication in a globalized world, highlighting its impact on international collaboration, diplomacy, and economic value. You are prepared for success in a globally connected environment by understanding the practical implications of language proficiency through case studies and practical examples.



U n i t 0 4

Oral and Written Communication

Learning Outcomes

On successful completion of this module, participants shall be able to:



Describe strategies for conducting effective oral and written presentations

Identify effective oral, and visual communication **skills**

Recognize strategies in oral and written presentations that allow to effectively deliver the message

Content

Plan presentations

Email writing

Introduction

Effective oral and written communication skills are indispensable in the workplace. They can ensure that the information is correctly passed, reduce the risk of misunderstanding and improve the relationship between team members.

**How can we prepare interesting talks and presentations?
And how can we improve our skills as speakers, and prepare visual aids effectively?**

In this unit, we will focus on planning presentations, from organising the content to tips for the presentation itself. Secondly, you will develop indispensable skills in email writing, where clarity, conciseness and professionalism take centre stage.

Plan presentations

Have you ever thought about effective presentation extending beyond just delivering a speech?

In fact, an effective presentation is more than just passing on ideas or giving a speech; it involves skilful communication and connecting with the audience, whether it is a small meeting or a wider public. A presentation becomes truly effective when it aligns the message with the audience, ensuring that both the content and the presentation are fit for purpose and presented clearly and engagingly.



So, how can we proceed to prepare effective oral presentations?

Here you will find some suggestions.

An oral presentation starts, ideally, a long time before the presentation itself. It starts by planning it. And to do it, there are some aspects that any speaker should have in mind.

To prepare a presentation

→ **Know your audience, and tailor your presentation accordingly.**

If you are presenting to a broad public or if you are making a presentation for interns in your workplace, you should assume that they will have no background knowledge on the topic you are presenting, therefore, you should spend a major portion of your time providing this background information. Also, if you know that the public is very heterogeneous in terms of education level or areas, you should adapt your presentation to that. On the other hand, if you know that the public has deep knowledge of the topic, you can shortcut the introductory concepts and dedicate more time to more complex concepts[1].

→ Understand your purpose and role

You should have and mind what is your purpose in the communication and what are the expectations of your audience. At the same time, you should be concrete, specific, practical, and relevant.

You should also clarify what is your role in the presentation. Are you the expert who shares groundbreaking research, the storyteller who creates a narrative or the facilitator who stimulates debate? Clarifying your role helps you adapt your presentation style and engage your audience effectively. Whether you are there to inform, convince or facilitate discussion, defining your role ensures that everyone in the room is on the same page, making your presentation not only informative but also perfectly aligned with your audience's expectations.

→ Research your topic

Take some time to analyse your theme. Consult different sources, see what the experts say and get the latest information. This not only makes you more knowledgeable but also helps you deal with any issues that may arise. Knowing your subject well makes you feel more comfortable and ready to share the good stuff with your audience. So, check out books, websites or whatever suits you best.

PRIORITY 45 virtual course has a dedicated “Learn-to-Learn” unit that can help you in your first steps in research!

To structure a presentation

Once you have figured out what you want to communicate, the next step is to organise your materials into a cohesive message. Do not assume that the information will speak for itself. How your audience interprets your content depends a lot on how it is structured and presented. The organisation and presentation of your information play a crucial role in how it is received, so take the time to carefullyv organise and present your materials for maximum impact [2]



Contextualize your topic

Begin by placing your topic in context. Consider providing an outline or a roadmap to guide your audience, giving them a clear sense of the journey ahead.

Introduce key elements

Clearly state the intended benefits of your presentation. Outline the organisation of your talk and establish ground rules. This will make the audience more engaged.

Logical organisation of content

Organise the body of your presentation logically. Make it easy for your audience to follow by progressing from simple to complex ideas. A well-structured presentation enhances understanding and retention.

Effective use of visual resources

Incorporate visual resources carefully. Ensure that they complement and enhance audience comprehension, rather than distract from your message. You will find tips about this on “Prepare a digital presentation: do’s and don’ts”.

Encourage audience participation

When you are structuring the presentation, you should think about how and when to encourage audience participation. Engaging your audience fosters a more dynamic and interactive presentation experience.

Maintain credibility

Discuss both the pros and cons of your topic. Acknowledge potential drawbacks or counterarguments to maintain credibility and demonstrate a well-rounded understanding of the subject.

Conclude on a positive note, and before time runs out

Wrap up your presentation on a “high note.” Provide an overall summary of key points and propose actions or options, leaving your audience with a clear takeaway. Do this before your time ends, so that you are not taking the time of the next speaker.

Prepare for contingencies

Anticipate potential hiccups. Consider contingencies such as technical issues, a more knowledgeable audience, unexpected questions, or disruptive interruptions. Be prepared to adapt and maintain control.

Rehearse and practice

Practice your presentation to ensure smooth delivery. Rehearse not only the main content but also how you might handle unexpected situations. Familiarity with your material and potential contingencies boosts your confidence.

Each time you practice, you will identify areas for improvement, which will lead to a smoother speech, with fewer pauses and mistakes. It is also an opportunity to perfect your timing. By practising consistently, you will gain a clear idea of the length of your presentation, usually with a margin of thirty seconds. This knowledge ensures that you can confidently manage your time during the presentation.

Humour in good taste

If faced with tension or unexpected challenges, consider using humour cautiously. A well-timed joke or humorous comment can help alleviate stress but be mindful to keep it in good taste and aligned with the context of your presentation.

Prepare a Digital Presentation: *do's and don'ts*



Digital presentation software is mainly used for creating visual aids in presentations. Slides help convey key information or visuals, enhancing clarity. It can also be used to create stand-alone presentations for independent viewing and clicking through without a live speech.

The first thing to have in mind is that a good presentation happens when the information presented has a clear logic. Take a look at other tips:

→ Be careful using some templates.

Personalise it your way. Try out fonts, colours and designs to stand out from the crowd. Keep the theme of your presentation in mind to ensure that the design you choose complements the overall atmosphere.

→ Keep a simple design

Use the same design in the same presentation! Be consistent with the colours, fonts and designs.



Choose clean and minimal fonts like sans serif, and never smaller than 24 points. Consider using Arial or Calibri as your sans-serif option. Avoid serif fonts, as Times New Roman or Garamond, because it is more difficult to read.

Keep it simple



- Use minimal fonts
- Use text size 24 or more
- Avoid difficult fonts like Garamond
- This text is written in Calibri

Limit animations and transitions. Although they might add some personality, they can take away the attention from the message.



→ **Use bullet points, not complete sentences.**

Your slides should complement your speech, not replace it. Avoid paragraphs, quotations and even complete sentences. Follow the 6/7 rule: use six bullet points with seven words or fewer on each slide.

Seven words per line, or less

Seven words per line, or less

If necessary, add an additional slide

Be concise

PowerPoint Presentations

PowerPoint presentations are important in professional settings, being a versatile platform for visually communicating information. These presentations allow individuals and organisations to showcase ideas, data, and key messages in a structured and engaging manner. With the ability to incorporate text, images, charts, and multimedia elements, PowerPoint facilitates effective storytelling, making it easier for audiences to comprehend complex concepts. Additionally, the sequential nature of slides helps presenters organize their thoughts and guide the audience through a logical flow of information. Whether used for team meetings, client presentations, or training sessions, PowerPoint proves to be an invaluable tool for enhancing communication, fostering collaboration, and leaving a lasting impact on the audience.



This is an example of what you should avoid when preparing a digital presentation:

PowerPoint Presentations

Versatile platform for visually communicating information.
Structured showcase ideas, data, and key messages.
Text, images, charts, and multimedia elements to storytelling.
Helps presenters organise thoughts and guide the audience.
Used for meetings, client presentations, or training sessions.



Check how you could present it instead:

→ Visuals enhance your message.

Ensure your slides complement your key points [3].

1. **INFORM:** Display facts, figures, or numbers prominently.
2. **EDUCATE:** Incorporate graphs, maps, or simple infographics.
3. **INSPIRE:** Utilize powerful photography or illustrations.
4. **ENTERTAIN:** Integrate a meme or GIF for a humorous twist or moment of pause.
5. **CHALLENGE:** Include a quote or pose a thought-provoking question.
6. **ENGAGE:** Employ any of the above to maintain your audience's attention. Connecting with both your presence and visuals ensures their active participation and keeps them attentive

→ Other resources that you can use for presentations

1. Canva - <https://www.canva.com/>



2. Prezi - <https://prezi.com/>



3. Visme- <https://www.visme.co/>



4. Slides- <https://slidesgo.com/>



To present effectively

When you are making an oral presentation, there are some tips you can follow to help you keep the audience interested.

Check them [4]!

- **Show enthusiasm.** When you are enthusiastic about the topic you are communicating about and you visibly demonstrate it, your audience will be more likely to engage.
- **Speak with confidence,** as if you were the point person on your topic. It is OK not to have all the answers. If a question confuses you, suggest contacting your mentor or promise to look into the matter further.
- **Look into your audience's eyes.** You aim to establish a connection and people tune in more when they feel you are talking to them. As you speak, focus on one person for a few seconds before looking away. You do not have to stare at everyone, but make sure you spread eye contact to every corner of the audience.
- **Only pick up the pointer when you need to.** When using a laser pointer, make sure you only use it when necessary, and direct it to a specific detail on the screen that needs to be emphasized.



- **Take a break. Pauses add a friendly rhythm to your presentation.** They highlight details, guide smooth transitions and give everyone a moment to absorb each point or see new slides. And those pauses may seem long to you, but to the people listening, they are perfect. Try counting to three in your head (slowly and calmly) between your most important points.
- **Do not read directly from the screen.** When you read from the screen, you lose the opportunity to make eye contact with your audience. Also, if the information is on your slide, it is meant to be read by the audience and not read aloud by you.

So, what are the advantages of using email to communicate?

Speedy Delivery

Emails zoom across the internet at lightning speed.

Cost-Effective

Sending an e-mail will cost you nothing, no matter how far you travel.

Global Reach

Emails can travel around the world in seconds, which makes them an excellent way of establishing international contacts.

Easy Attachments

Upload documents, photos or whatever you need to share, with a single click.

Convenient Storage

Your inbox holds all your important things, it allows organisation by folders and is ready whenever you need them.

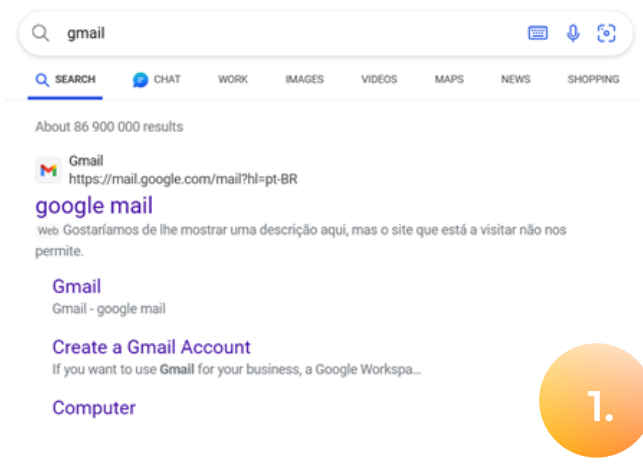
Environmentally Friendly

No paper, no waste. Emails are an eco-friendly way to communicate.

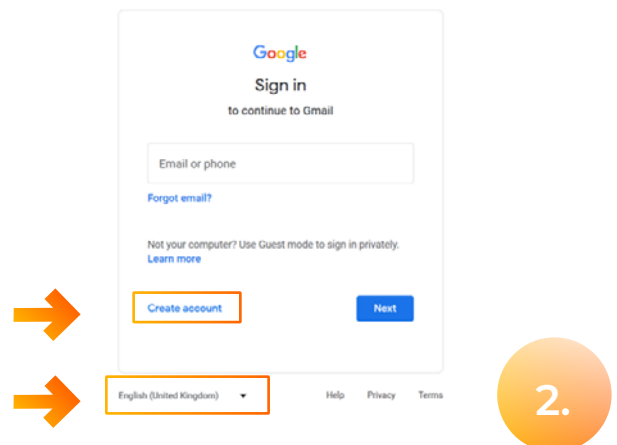
And now that I know the usefulness of the email, where should I start?

The first thing to do is to create an email account. Below, we will give you some guidelines on how to do it! Please keep in mind that there may be some differences due to updates of the platforms.

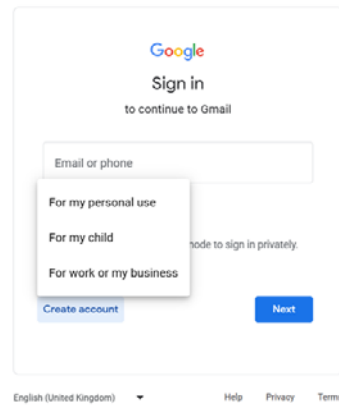
You may use your browser to search for an email service. In this case, we choose Gmail, due to its number of users and user-friendly interface.



Now, it is time to create your Google account. You can also select your language.



You should select which type of user fits the best. In this case, we will choose the personal user.



Google
Sign in
to continue to Gmail

Email or phone

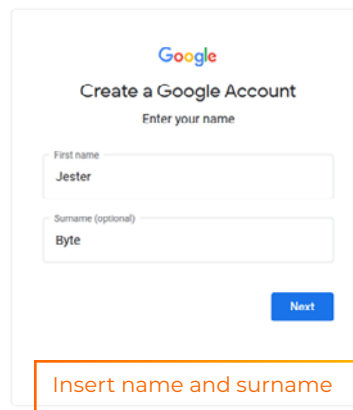
For my personal use
For my child
For work or my business

Create account Next

English (United Kingdom) Help Privacy Terms

3.

Now you have to fill the spaces with the required information. You can opt to not fill in the optional ones.



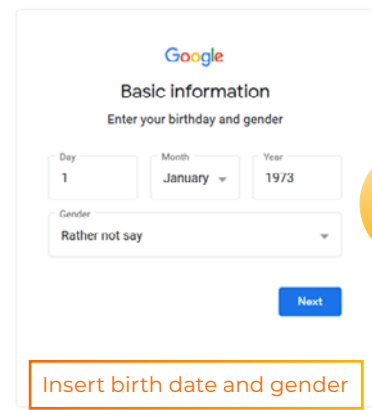
Google
Create a Google Account
Enter your name

First name
Jester

Surname (optional)
Byte

Next

Insert name and surname



Google
Basic information
Enter your birthday and gender

Day 1 Month January Year 1973

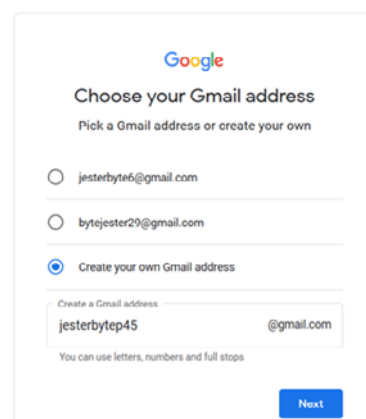
Gender
Rather not say

Next

Insert birth date and gender

4.

Choose your email address by selecting one of the suggested ones or by creating a new one.



Google
Choose your Gmail address
Pick a Gmail address or create your own

☐ jesterbyte6@gmail.com
☐ bytejester29@gmail.com
☒ Create your own Gmail address

Create a Gmail address
jesterbytep45@gmail.com
You can use letters, numbers and full stops

Next

5.

Create a strong password

Passwords are like software keys. Together with usernames, they allow you to access an account or use different parts of a program. They usually consist of all the symbols on your keyboard.

Your password should contain:

- Uppercase and lowercase letters
- Numbers
- Symbols
- At least 8 characters

6.

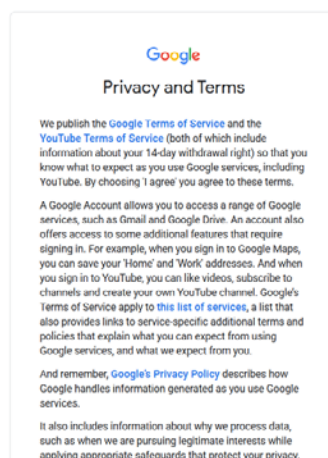
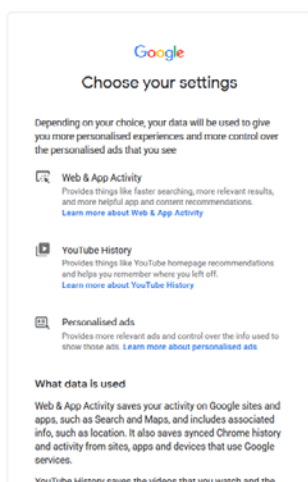
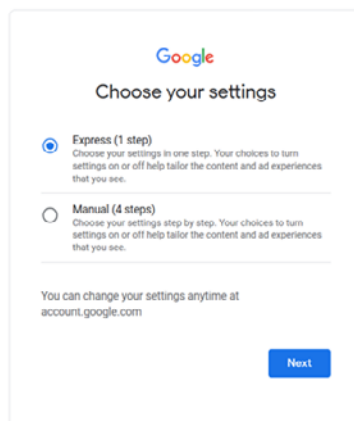
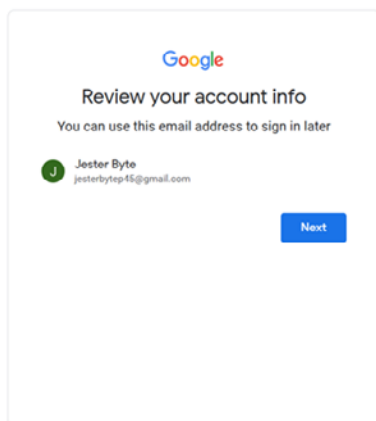
Confirm the security authentication, and you can also select a 2-step validation process

Two-step verification is like a double-check for your security. It is a process where you confirm twice to make sure the person or thing trying to access something is really who or what they claim to be.

7.

You can review all the information and choose your settings

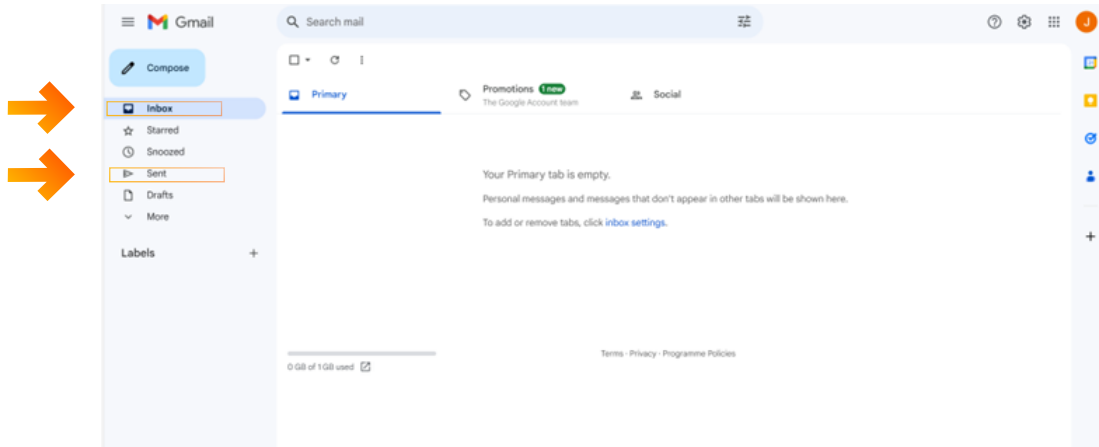
Reading the website settings and privacy conditions is crucial, as it allows you to control the information you share, guarantees the security of your data, avoids surprises with unexpected terms, allows you to personalise your experience, helps you comply with the platform's policies and keeps you informed of any changes. It is a key to a safe and personalised digital journey.



8.

Now, you have your own email account created!

You will receive your emails in the “inbox” folder, and you can also check the ones you sent in the folder with the same name.



8.

Now you can explore all the possibilities of the email account. You can check our additional resources to find more information.

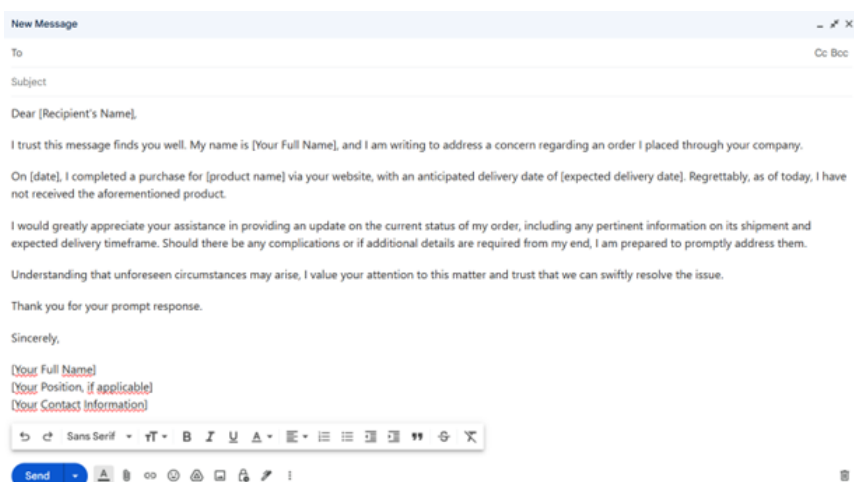
You see the star option? When you receive an email you can click on it, and it will be saved on starred. But when you receive an email, you can also label it as important, and it will go to one folder that is called “important”.



To save this, either on starred or important you need to click it. When it turns into yellow it's labelled as starred. If the “important” option gets clicked the email will get labelled and that arrow will turn yellow.

How to write an email?

As we previously pointed out, email writing is a powerful tool for professional success and the way the messages are crafted can promote collaboration and create positive work environments. Let's see how we can prepare an email correctly.



9.

1. Addressing the recipient in your email.

Ideally, you should use the name of the person you are writing to. There are different ways to salute the person, depending on the level of formality you want to present.

- Dear Mr. Rodriguez
- Dear Emily
- Hello Ms. Johnson
- Dear team
- Hi Alex
- Thomas,
- No salutation, and just start the email
- Hello everyone!

2. Clearly explain why you are contacting, or what you are responding to.

Go for indirect questions, to be more polite:

Instead of saying, *“When is the meeting scheduled?”*, you could say, *“Could you tell me the time of the next meeting?”*. This phrase maintains professionalism while courteously seeking information.

3. Finish the email with a kind sentence.

- *“I hope to hear from you at your earliest convenience.”*
- *“Please have a look over the attached [indicate the file] and let me know your feedback.”*
- *“I look forward to hearing from you.”*
- *“Please let me know if you have any questions about this email.”*
- *“Thank you for your support!”*

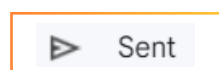
3. Finish your email with a standard closure and your name and affiliation.

- Yours sincerely,
- Cheers,
- Thanks!
- Sincerely,
- Regards,

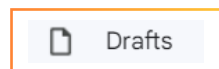
→ Other practical suggestions:

- Place the email address of the recipient in the designated area beside the “To” box.
- Specify a concise and precise subject or topic for your email in the space provided next to the “**Subject**” box.
- Utilize the “**Cc**” option only if you wish for others, in addition to the main recipient, to view your email.
- Use “**Bcc**” when you want others to see the email along with the main recipient but wish to keep their email addresses hidden.
- Compose your email in the main section of the window, treating it like a letter. Begin with a greeting, cover the necessary details in a few paragraphs, and conclude with an appropriate closing salutation.
- To **attach a file**, such as a CV or a letter, click on the paperclip icon and upload the file.
- Avoid sharing personal information or photographs in emails.

→ How to check if an email is sent



You can click here to check every email that you ever wrote. You maybe ask, but I feel like I wrote an email and it's not on there.



That's fine maybe you indeed wrote an email but you forgot to send and that goes to “draft”

Summary

This unit takes part in the “Learning-to-learn” module, which is focused on how the participants can be more effective with their “oral and written communications”. With this unit, participants learnt about how to prepare for a presentation, how to structure it and some resources you can use to make your presentations more creative. As we explore how to prepare effectively, there are strategies that allow you to successfully deliver your message.

Communicating is evolving, there are new ways to contact people and it is essential in today's world. This unit approaches the benefits of using email, the steps to create an account, how to send an email and some features that email services can offer.

The background is a dark blue gradient with several large, overlapping, lighter blue circular shapes. In the center is a solid orange circle.

Glossary

Main concepts
of the Units

Unit 01

LEARN-TO-LEARN

Contingencies

A future event which is possible but cannot be predicted with certainty.

Continuous learning

Improving existing knowledge and skill sets.

Procrastination

The habit of unnecessarily delaying a task.

Unit 02

BENEFITS OF IMPROVING ICT SKILLS

ICT

Information and communication technology

Remote Work

A work arrangement where employees perform their job duties from outside the traditional office environment, often from home or a location of their choosing, enabled by digital communication tools.

Technological innovation

Involves the exploration, development, and application of new technologies to find new and better ways to use technology to improve products, processes, or services.

Unit 03

LANGUAGE SKILLS, BENEFITS OF LEARNING NEW LANGUAGES

Cultural innovation

Is focused on developing and adopting new ideas, practices, and expressions that shape and enrich societal norms, values, and behaviours.

Cultural intelligence

Is focused on developing and adopting new ideas, practices, and expressions that shape and enrich societal norms, values, and behaviours.

Digital literacy

An individual's ability to find, evaluate, and communicate information using typing or digital media platforms.

Digital skills

Ability to find, evaluate, use, share and create content using digital devices.

Language acquisition

The process by which humans acquire the capacity to perceive and comprehend language.

Unit 04

ORAL AND WRITTEN COMMUNICATION

Email

Short for electronic mail.

PowerPoint

A presentation program that offers tools and features to create visually appealing presentations.



LEARN-TO-LEARN

- Brain hack: 6 secrets to learning faster | Lila Landowski | TEDxHobart
- 5 Ways to Stop Procrastinating | Dean Bokari
- Learning strategies | Kathleen Davey

BENEFITS OF IMPROVING ICT SKILLS

- New Phishing Threats
- Digital literacy: Realizing the Promise of Technology
- Why Digital Skills Matter
- Top 10 technologies to Learn in 2023

LANGUAGE SKILLS, BENEFITS OF LEARNING NEW LANGUAGES

- Cognitive Benefits of Language Learning: Broadening our Perspectives
- Languages in a Global World: Learning for Better Cultural Understanding
- The value of Language Skills
- Language Learning Strategies: A General Overview
- The secrets of learning a new language
- Four reasons to learn a new language
- Como aprender qualquer língua facilmente

ORAL AND WRITTEN COMMUNICATION

- Writing Program
- 7 TED Talks on how to improve presentations
- What you need to know about presentations
- How to organise your Gmail
- Google will start deleting old accounts
- 27 Gmail tips and tricks



LEARN-TO-LEARN

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PRIORITY 45



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