

TOP 10 DIGITAL SKILLS



Top 10 'Must Have' Digital Skills

That will 3 times increase your chances of getting your desired job



Onkar Singh Lohtham
CPO, MJMR



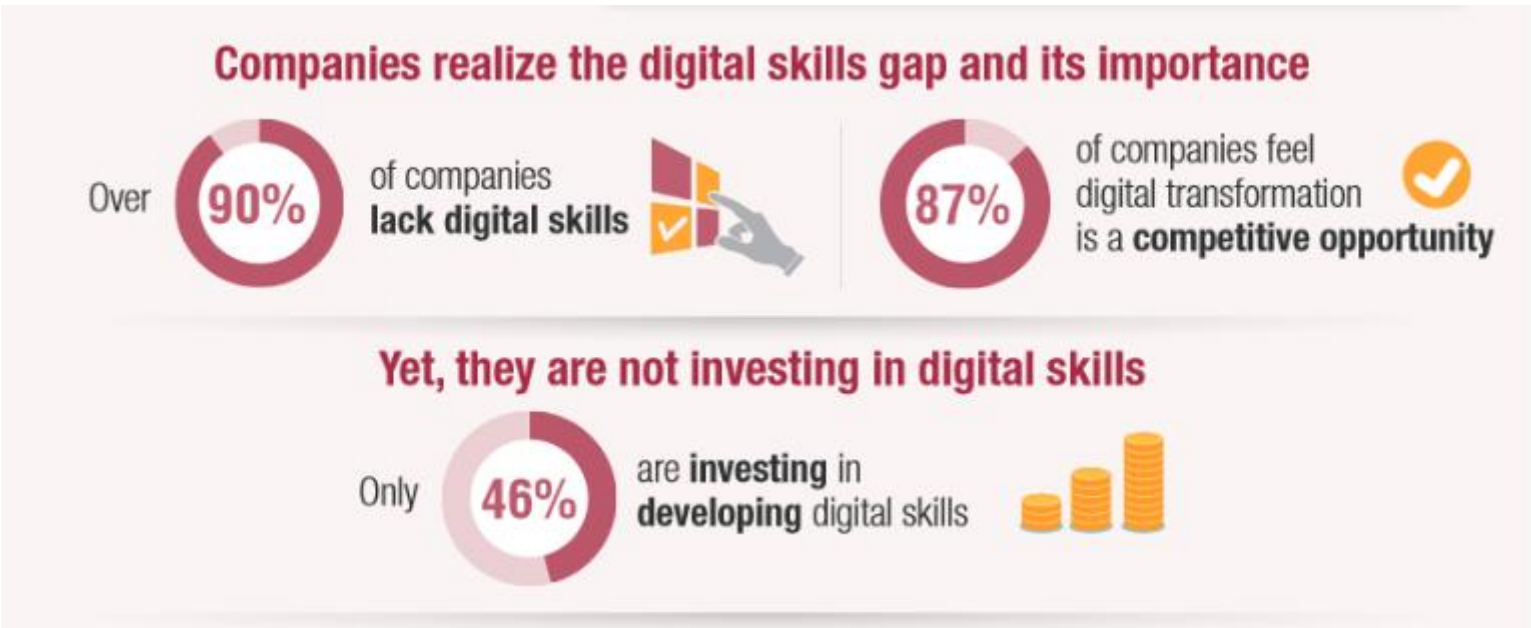
Himani Tiwary
CEO, MJMR



Authors:
Himani Tiwary
Onkar Singh Lohtham

www.myjobmyrules.com

Companies face Huge Challenges when Employees are not Digitally adept



*Source: https://www.capgemini.com/resource-file-access/resource/pdf/the_digital_talent_gap27-09_0.pdf

Opportunity for Job seekers

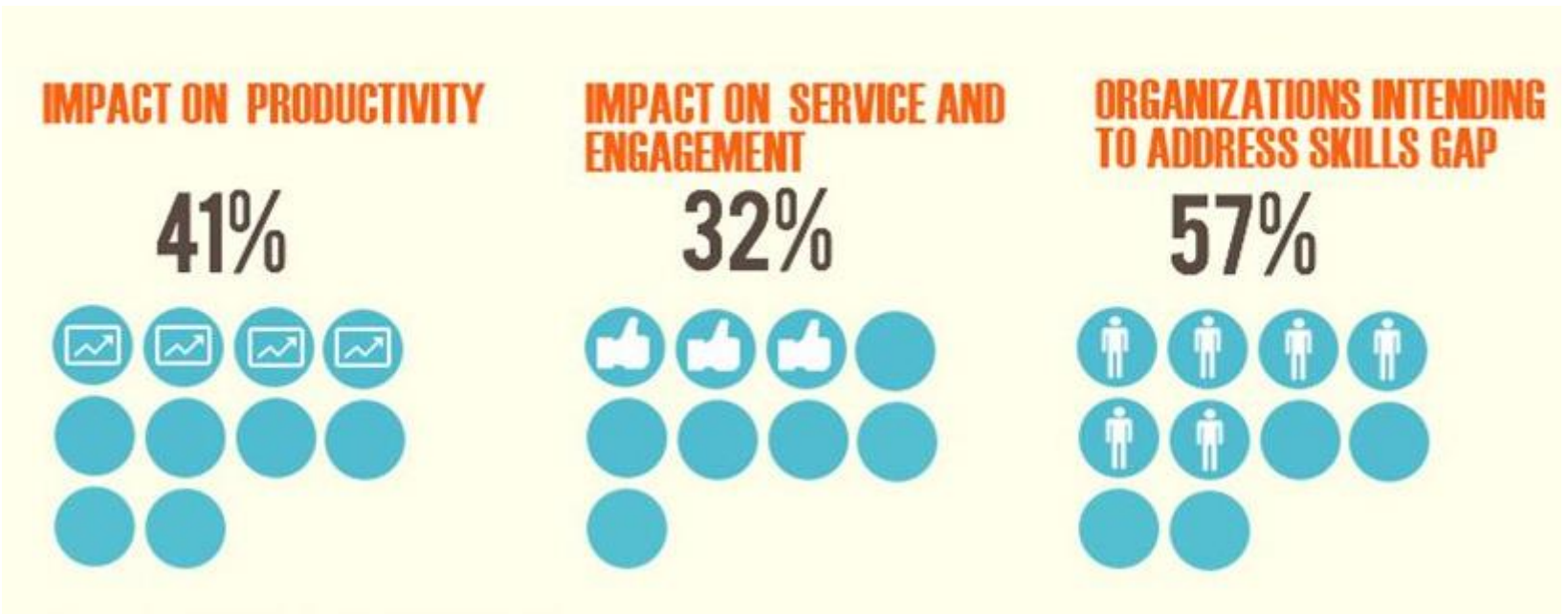
Companies need talent:

- 90% of jobs require digital skills to some degree
- 87% of companies need employees to help them digitally transform and manage the future technology

Digital training is crucial:

Companies are not investing much into digitally training their employees – hence the pressures of job performance means that ‘You’ have to train yourself!

The Effects of lack of IT Skills on Employers



*Source: Comp TIA's State of the IT Skills Gap Study
https://www.comptia.org/about-us/newsroom/press-releases/12-03-12/business_operations_impacted_by_widening_it_skills_gap_new_comptia_study_reveals.aspx

Global challenge

Gap hitting economy:
 U.K.- Skills gap costs economy around £63bn a year in lost income.

U.S.A- “Digital skills gap” – employees not knowing the right technology tool to use for the job or how to properly use technology tools at their disposal – is costing the U.S. economy roughly \$1 trillion a year in lost productivity.

European Nations:
 This Digital Economy is increasingly important to every business and country throughout Europe, with the estimated turnover for the continent expected to reach €216bn in 2016.

Fundamental Digital Skills

If you want to start your career in digital OR transition into a digital career, you need to master the 'Fundamental Digital skills'. Mastering these skills would not only enhance confidence & knowledge, but also improve your chances to get hired by 3 times. You would identify your strength areas, and areas to work upon to place yourself as a worthy candidate to hiring companies. This also provides you with great starting point of what is expected at a basic skill level.

Knowledge of Digital Domain

You need to understand the different specializations in digital domain and where you can add value by becoming an expert.



Knowledge of Digital Products

You need to recognize different types of digital products available in market. A basic understanding of digital products is essential.



Knowledge of Digital Companies

You need to know the companies operating in digital domain that offer jobs. Companies that make different types of digital products serving various customer types.



Knowledge of Digital Product Management

A basic understand of what it takes to design, define, develop and manage digital products will help you progress in this career.



Knowledge of Jobs & Role Requirements

As a job seeker, understanding what is expected out of you will allow you to prepare for the opportunities.



DIGITAL DOMAIN

Types of Digital companies

Types of Digital products

Types of customers

Software technologies

Talk to Digital experts - Digirati

DIGITAL PRODUCTS

Accessing Digital products

Building Digital products

Consuming Digital products

Dimension of Digital products

Earning from Digital products

DIGITAL COMPANIES

Names of top Digital companies

Names of top technology firms

Types of market they serve

Locations where they hire most

Types of roles they hire

Salary on offer

DIGITAL PRODUCT MGMT.

Digital research

Digital analysis

Digital design

Digital requirements

Digital data

Digital marketing

DIGITAL JOB ROLES

Types of Digital jobs

Professional expertise required

Product responsibilities

Degree requirements

Training expectations

Job hunt readiness

Concepts to master

We are sharing with you certain Keywords to help you get started in gathering knowledge in this area of Digital product.

For further practical information, you may check out our free training area on: <http://www.myjobmyrules.com/free-digital-skills/>

You may also 'Google' these Keywords and do your self-research and learning.

Practical Digital Skills

If you are certain to build a career in digital domain, then technology is a basic ingredient you must be aware of. You must at least understand the technical concepts driving the product management process, along with the tools, technologies and tactics behind the digital products. You need to be aware of the latest technologies in the market, the tools you and your team members would be using, the best practises and standards that will help you launch successful products and the power for social media. Master these and you will be recruiters' favourite candidate.

Mobile technologies

Mobile site or apps are now compulsory for digital companies to thrive. You need to know what technologies are used to implement this and where you can build your expertise.



User interface design

For a digital product to be successful, the User interface has to be customer focused, simple, yet powerful. Ability to visualize the screens, interfaces, and look & feel of a digital product is a key skill to possess.



Product requirements

You must be able to collate, refine & define product requirements to be able to translate a product idea into a ready-to-be-launched product.



Digital tools

To do your job efficiently, you need to know the tools of the trade and also have hands-on experience in using them.



Social media marketing

Today, the power of social media has taken digital product launches to the next level. Knowing the right media and when to use it has become crucial.



MOBILE TECHNOLOGIES

Types of mobile devices

Mobile development standards

Mobile gaming environment

Mobile design fundamentals

Mobile-first products

USER INTERFACE DESIGN

User Experience management

User Interface standards

Customer journeys & persona

Mobile Vs. Desktop design

A/B testing

PRODUCT REQUIREMENTS

Product Functional analysis

Technical Gap analysis

Stakeholder management

Requirements workshop

Writing User stories & rules

Prioritising backlog

DIGITAL TOOLS

For Requirements

For Wireframing

For Product Roadmaps

For Team Management

For Software Development

For Document Storage

SOCIAL MEDIA MARKETING

Types of Social Media

Social Media Marketing Rules

Search Engine Optimisation (SEO)

Digital Marketing Principles

Media Marketing Plan

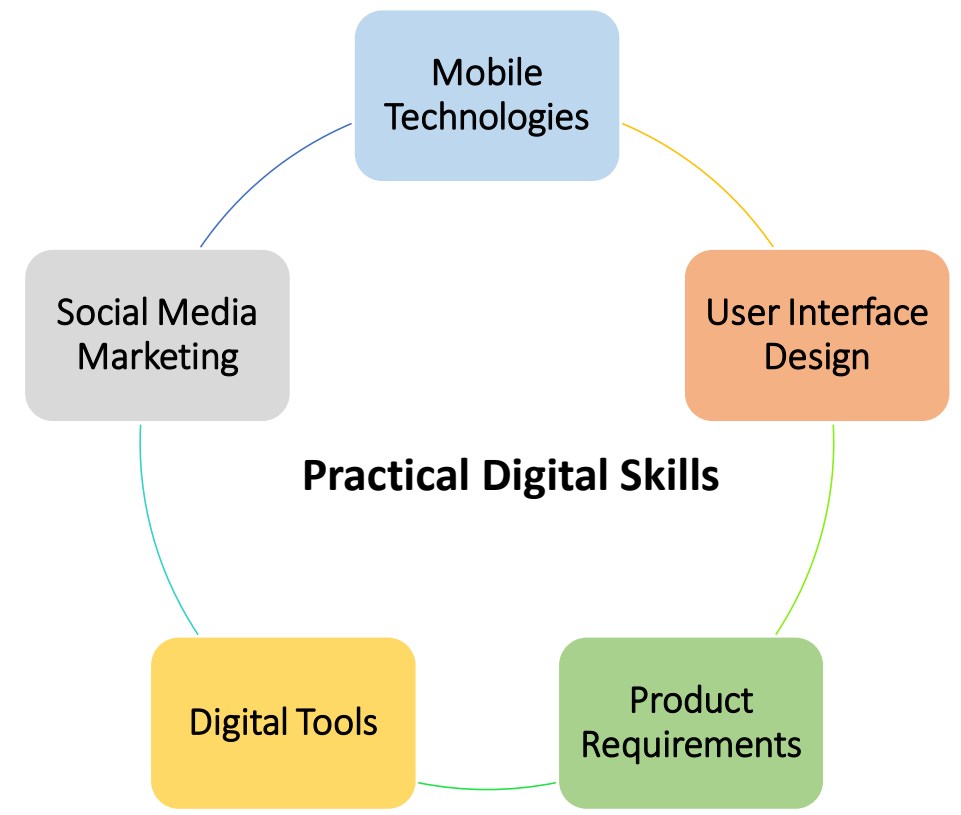
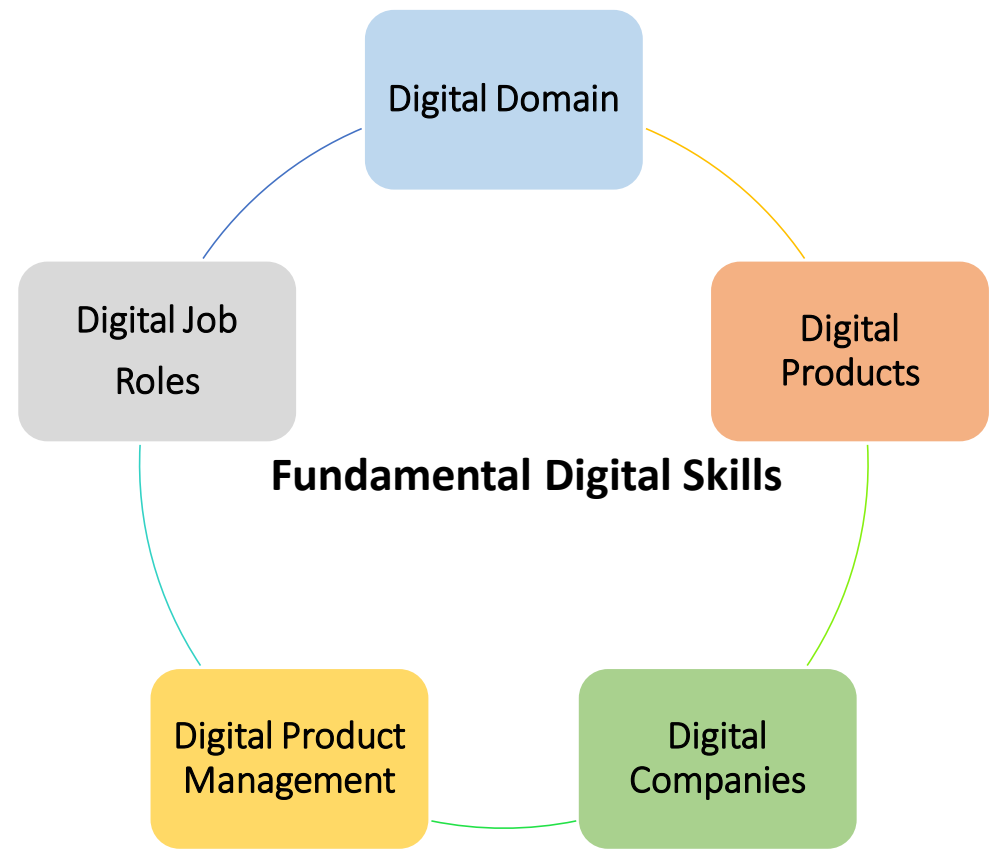
Editorial and Content Plan

Concepts to master

We are sharing with you certain Keywords to help you get started in gathering knowledge in this area of Digital product.

For further practical information, you may check out our free training area on: <http://www.myjobmyrules.com/free-digital-skills/>

You may also 'Google' these Keywords and do your self-research and learning.



We have shared the Top 10 'Must Have' Digital skills with you and what they are. If you want to learn 'HOW' to master these skills, then please join our MJMR community!

Its FREE to join and most of our 'Fundamentals' training is **FREE to use**

QUESTIONS?

ask

Any questions related to Digital Product Management, Digital Career or Leadership...just ask US!

<http://www.myjobmyrules.com/contact-us/>

Join our 'MJMR Community' for additional free training...



MJMR
MyJob My Rules

<http://www.myjobmyrules.com/contact-us/>

Thank you for taking your time out and reading this report...

For 15 years, we have helped organisations, both big and small with customer-facing products and business-facing products, in rolling out software/digital products. We are passionate about delivering successful digital products and at the same time sharing our precious hands-on knowledge on digital product management.

So, why should you listen to us?

We have been teaching and training international teams who manage & deliver multi-million-dollar digital products. This is our attempt to bridge the 'Digital Skills Gap' by empowering individuals who want to make a difference in digital domain and take their career forward.

You could be starting out as a college graduate or could have few years' experience. You could also be looking to change professions and get into digital. Wherever you are in your career journey, we can help you!

Come, join our community and train on many fundamental digital skills for **FREE!**

Try the training, Ask for specific topics you want to know about and our team will be happy to help you.



TRAIN – APPLY – EARN – REPEAT

Onkar Singh Lohtham
CPO, MJMR

Himani Tiwary
CEO, MJMR

Our Product related Blogs:

[What-is-a-digital-product/](#)

[How-to-access-digital-product/](#)

[How-to-build-a-digital-product/](#)

[How-do-you-consume-a-digital-product/](#)

[What-is-the-dimension-of-a-digital-product/](#)

Our Product Management related Blogs:

[Client-persona-myth-vs-reality.htm](#)

[Product-management-know-your-customer-kyc.htm](#)

[1st-of-7-focus-areas-for-a-product-manager-to-have-a-successful-online-product-merger.htm](#)

[Merger-of-upwork-elance-7-focus-areas-for-successful-online-product-integration](#)

We thank the following sites for help on the topic:

<http://www.bbc.co.uk/news/business-36510266>

https://www.capgemini.com/resource-file-access/resource/pdf/the_digital_talent_gap27-09_0.pdf

<https://www.entrepreneur.com/article/235366>

<http://www.thedrum.com/topics/digital-skills-gap>

<http://www.computerweekly.com/news/450298249/Digital-skills-gap-costs-UK-economy-63bn-a-year>

<http://burning-glass.com/research/digital-skills-gap/>

<http://diginomica.com/2016/11/07/analyzing-the-digital-skills-gap-and-how-to-address-it/>

<http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/the-new-tech-talent-you-need-to-succeed-in-digital>