EBS BUSINESS SCHOOL

EBS UNIVERSITÄT FÜR WIRTSCHAFT UND RECHT

SCI Entry Assignment

Enable Digital Smartphone Workshop

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1 What do you want to learn through this program in this term? (e.g. What are your reasons or motives to engage further in this? What do you hope for, want to achieve or wish to deliver in this term?)

When I started the project in my second semester at EBS, it was not comparable to what it became now. In my opinion, this project is continuously improving, which allows us to make an even greater impact. My primary motivation for this project is sourced from two main reasons. The first reason is my strong belief that our workshops have a lasting positive impact on every participant. After the workshops, I always feel a little sense of pride as I was part of the team that changed, to some degree, the life of the participants as they learned about opportunities that can make their daily life's easier. Especially the new opportunities regarding communication channels always fascinates the seniors. It opens new opportunities to stay in touch with their families which will avoid the common problem of elderlies becoming isolated from the outside world.

The second reason is that I look forward to and enjoy every workshop and believe that it has a lasting impact on my personality and development. Even though I conducted the workshops several times, I always feel a little insecure at the beginning as no seminar is the same, and you have to talk in front of 16 people. However, this allows me to leave my comfort zone, which was hard at the beginning, but I notice that it becomes a little easier every time. Moreover, I perceive the exchange between students and older generations as highly relevant as it makes you aware of new perspectives and problems. As we become the new generation of leaders, we must consider these problems and solve them to make an impact on the whole society and leave no one behind. Further, the work for this project allowed me to improve my skills in PowerPoint and especially made me a better and more confident presenter. In my last semester at EBS, I aim to build a solid foundation that will ensure that enable digital will continue to make a positive impact even after I leave EBS. To accomplish this, I have to work on the public relations of the project by contacting school and organisations. The work will undoubtedly force me to leave my comfort zone once again, as these tasks are new for me. Nevertheless, I certainly will benefit from doing so and be better prepared for my time after EBS.

2 What do you consider as most important regarding the exploration of your practical experiences? (e.g. what are the most important features, talents or skills that you feel are needed for this service based on your previous experiences and how can you transfer them to other areas?)

The most important feature you should have is an open mind, which allows you to understand and interact with people from a different background and age group. This is the only factor I believe cannot be trained as this is anchored in your personality. Other factors, such as presenting and teaching, are aspects that are learned and improved quickly during the project. One valuable skill I learned is the ability to know how to explain topics to people that do not have the same level of understanding about the subject as I do. I consider this extremely valuable for my later life as it will improve my efficiency and will make me a better co-worker or manager. Another skill I learned is how to hold and structure an interactive presentation. The style of presenting during the workshops is different from the style I usually learned and did at university. First of all, it is much longer, you have to stay flexible and adapt to the group, and you most likely will get often interrupted. However, I expect that this is much closer to presentations I will hold in my later career. As I am the leader of the project enable digital, I also improved my ability to coordinate and split assignments between team members and to stay in touch with supervisors and external partners.

3 What kind of new perspectives and questions seem interesting to you regarding your upcoming service experiences? (eg. What has opened up in your last service round that you feel would be really necessary to tackle in order to make this project more sustainable?)

Throughout the several workshops I conducted, I realized that it is essential to keep the project alive at EBS and expand it to new locations. The various conversations with participants and Christiane, from the MGH Oestrich-Winkel, showed me not only that there is a high demand for these projects but also that there is an overall increase in the perceived importance of these projects. I was delighted to hear that Christiane informed the ministry about our project and even recommended us for two award ceremonies. As we continuously worked during the last semesters on the possible expansions of the project, I am very happy that more students joined the team in the 6. Semester. This will allow us to offer another workshop in a different location which will make the project more popular. The larger team size will also allow us to improve the website and contact more school that potentially will conduct their own workshop. Overall, the question that seems most interesting to me for the upcoming semester is how far we can take the project and if I can create a lasting impact. What I mean by that is to ensure a sustainable offer of smartphone workshop under the brand enable digital.

4 What arguments could you bring forward in order to convince other people to start a smartphone workshop at their More generation house or their school?

The arguments I would use to promote enable digital would differ based on the people or organisations that I approach. Most of the evidence that I would bring forward when taking to students will be based on my personal learnings which I described above. I believe that especially for younger people, these learnings can be a motivator as you learn skills that are not taught in a school or university classroom. However, as many students are primarily concerned about their CV's and future careers, I would highlight the positive impact social engagement can have on completing your profile. I hope that I can, therefore, not only reach the students interested in making an impact but also the students that primarily do it for their own benefit.

However, I know that in both cases, the students will learn something, and a new workshop would be created. Hence, everyone will benefit which I perceive as most important.

When approaching external organisations, I would outline that there are no downsides associated for them and the enable digital team will do all the work. However, I firmly believe that most organisations are very open to such programs and are just lacking the volunteers that conduct these workshops. An argument that is beneficial for both groups is the simplicity of conducting a smartphone workshop. The enable digital team will create a comprehensive package containing materials and guidelines that will allow people to do smartphone workshops with relatively little preparation. We want to provide this package to students and other senior homes that henceforth can offer smartphone workshops by themselves. Even though we might not receive credit for these workshops, I know that we helped to integrate elderly people into our digital society and reduced their anxiety towards new technologies.

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