

CASE STUDY

Digital Transformation Program (D.T.P.)

Advancing digital literacy for small businesses in Puslinch

INTRODUCTION

The Digital Transformation Program (D.T.P.) initiated by Prepr in collaboration with key partners like **Magnet**, the **Ontario Chamber of Commerce**, the **Guelph Chamber of Commerce**, and the **Career Foundation** aimed to elevate digital literacy and adoption in small and medium-sized enterprises (S.M.E.s) within the Township of Puslinch.

Over five months, the program facilitated comprehensive training sessions for employers, employees, and job seekers.



OBJECTIVE

The objective of the Digital Transformation Program was to train employers, employees, and job seekers in essential digital competencies in **Digital Marketing, Social Media Management, and Customer Success**, through a learn-by-doing approach that reinforces core concepts through practice.

Additionally, the program focused on delivering this training to underrepresented groups, including women, Black or racialized individuals, and newcomers.



METHOD

Prepr delivered training through our innovation model, which teaches (1) Project Leadership, (2) Innovation, and (3) Entrepreneurship or P.I.E. The P.I.E. structure allows learners to gain perspectives on business functions and define solutions to case-based scenarios.

Prepr implemented two virtual training paths: one for employers and their existing employees and another for job seekers. Participants submitted assignments, which instructors evaluated through PreprLabs.



METHOD CON'T

EMPLOYERS AND EMPLOYEES

Each employer went through a digital assessment to scope their business goals, digital literacy, and digital adoption. Once qualified, employers and employees attended six instructor-led sessions for two weeks **totalling 24 hours of in-class training**. Additionally, **employers received a subsidy of \$3,000 per employee who completed the program, and employees received \$500.**

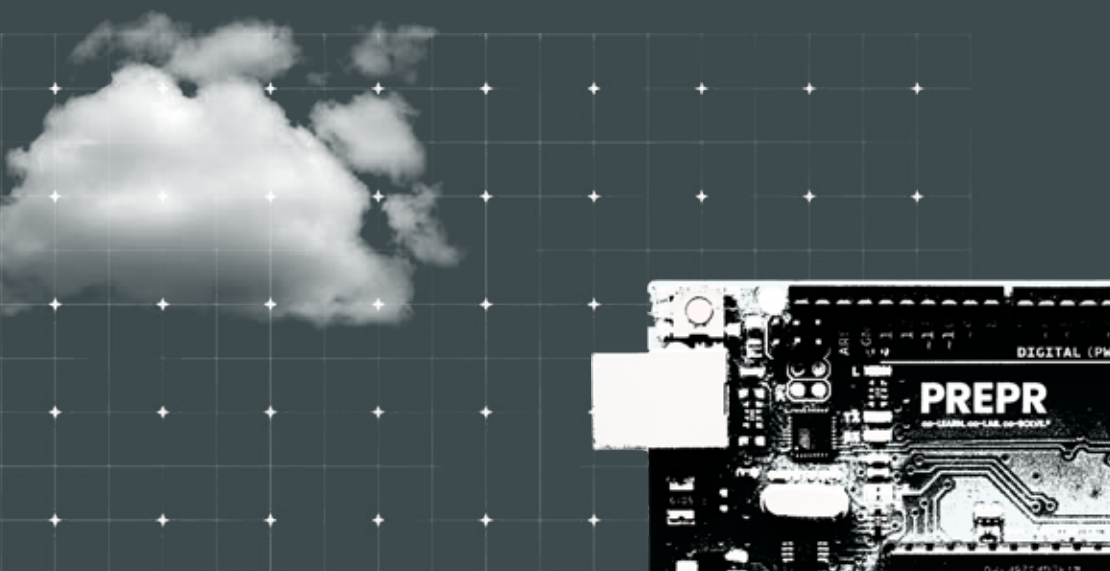
JOB SEEKERS

Eligibility for job seekers was determined based on educational background, work experience, equity deserving group and ability to commit to the program. **Once qualified, they attended daily instructor-led sessions every weekday for four weeks, totalling 80 hours of in-class training.** Additionally, **successful job seekers received a completion bonus of \$500.**

All participants in the program had access to wrap-around support such as office hours with digital experts, ongoing email support and access to PreprLabs for continuous learning opportunities.



“**Young businesses need to learn how to get onto the "digital highway."** Programs like D.T.P. have helped businesses recruit and add these skills to give them the needed exposure.
- **Mark Mayo,**
Guelph Chamber of Commerce





RESULTS

EMPLOYERS AND EMPLOYEES

Thirty participants completed the D.T.P. program; **13** were employers, and **17** were employees. Of this cohort, ten employers, or **77%**, implemented digital adoption strategies taught in D.T.P.

D.T.P. positively impacted the employers of small and rural businesses in Puslinch by creating a synergy amongst Puslinch employers that resulted in high digital adoption rates. This improved **business communication, streamlined operations, and supported a more progressive work culture.**

JOB SEEKERS

Twenty-six participants successfully graduated from the D.T.P. program, with **80%**, or 20 individuals, self-identifying as part of a visible minority. **42%** or 11 individuals landed Q.E.O.s.

Job seekers also learnt **practical applications of digital practices** that expanded their skills and supported them in landing job opportunities.

The program demonstrated efficacy in **advancing digital literacy, fostering community collaboration, enhancing workforce development**, and driving tangible business outcomes through digital adoption. It stands as a model for Human Resources professionals seeking to integrate digital transformation initiatives into their organizations to enhance digital adoption and drive business success.

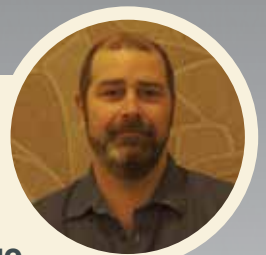


“

We've learned essential skills that transfer well into work experience. The project was helpful to gaining that experience and understanding of that [real-world applications].

- Polina Oxrud,
Job Seeker

”



“

D.T.P. taught me the vocabulary to speak the language of web developers and marketers, which helped me work confidently with them as an entrepreneur .

- Greg Hubbarb,
Cassoulet Catering

”

