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**¹PORTFOLIO OF PROFESSIONAL SKILL DEVELOPMENT &
SHORT REPORT ON DIGITAL SKILLS WITHIN THE
WORKPLACE**

Executive Summary

This study includes the explanation of continued scope of industrial development that is effective to enhance the automation process of the business. Furthermore, this study is effective to evaluate the process of implementing advanced technologies for the business process. Moreover, the usage of the digital skills has been evaluated in this study. Besides, the usage of digital skills to ensure the security of the transactions has been evaluated in this study. This study includes the personal reflection reading the digitised skills for the management and leadership skills. This study includes management soft skills and leadership soft skills that are helpful to enhance the management of the organisations. Moreover, this study includes a personal development plan that is effective to enhance my performance as a manager and leader of a company. This study has used Gibbs reflective model to analyse the non-digital skills that are relevant for organisational growth.

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Task 1: Individual report

1.1 Introduction

The usage of digital skills and professional development is necessary to identify the effective process to enhance the work procedures. Moreover, the usage of digital skills is helpful to enhance the work process of the companies by implementing advanced technologies. The professional development is effective to enhance the organisational growth of the companies. Besides, this report has been conducted to ensure digital development during recent years. Additionally, this report has highlighted the continued scope of industrial development that is necessary to enhance the profit structure of the company. The overview regarding the digital skills that are in demand has been evaluated in this report.

1.2 Digital Development during Recent Years

Hybrid model of work

Hybrid model is a work form where part-time work from the office and part-time work from home or from anywhere else is considered a healthy work style. As per views of Syrek *et al.*, (2022), this hybrid model of work was spread across the companies when the pandemic hit us all. During the pandemic working from home was the only way of working and after that, the companies were scared about the health of their employees. These situations accelerated the hybrid model of work in the companies. It saves both time and money for both the employee and the organisation. In reference to the words of Gamage *et al.*, (2020), without digital development, it would be impossible to work from other places. Video meeting apps, enhancement of CRM and other apps helped in the development of the hybrid model.

Intelligent Searching

The intelligent search takes allowance from artificial intelligence which helps the users to search and get the required information within very less time. Fast and reliable search is an important factor in this. As opined by Kedziora and Penttinen, (2021), intelligent search is an essential part in running a company as say few of the employees are in a hybrid mode of work and they will need to be connected to the company employees. Companies that are large and need to be connected for cooperation and coordination can use intelligent search to share documents and data for the work. It has enhanced in the last few years and will only improve from here onwards.

Platforms of customer data

Customer data platforms are the software which keeps all the customer information in it to improve the customer experience next time. The online behaviour of the customers such as scrolling through websites, help centre, digital assistants, and others can help the software to gather information on the likes and dislikes of customers. Transactional data of the customers are kept in the software like the buying habits, purchases and sales patterns. Demographic data help the software to get information about the location, birthday and other personal information that are required for business. During engaging on any platform customer's leave little information on the website and the software takes it in.

Artificial Intelligence

Artificial intelligence is useful in IT operations, development operations and site-reliable engineering teams. AI can help users in a smooth and efficient user experience. As mentioned by Martinez *et al.*, (2020), it can keep a load of data and keep away from complex situations. The complexity of data can lead to inefficient work in a company and AI can help it to resolve.

ITSM platforms and integrated agile

IT service management uses this technology to give services to its clients. ITSM are always interested in improving the ITSM platforms, integrated agile, automation and other AI tools. IT services are now dependent on these tools as it gives an advantage to their businesses. In case the ITSM methods are not enough for the needs of the clients new ITSMs are being introduced in order to give more deliveries to the clients. Machine learning helps these ITSMs to be updated by self-learning helping in the business.

1.3 Continued Scope of Industrial Development

The industrial development refers to the process of developing the business structure accordingly that is helpful to enhance the production and distribution of business products. As mentioned by Galin and Meshcheryakov (2019), the continued scope of industrial development is helpful to ensure the development of science and technologies that are effective to enhance the business profitability. Besides, the usage of advanced technologies for the business of companies like Amazon Go convenience store is helpful to enhance the business automation process.

Implement advanced technologies

The implementation of advanced technologies is effective to enhance the working process of Amazon Go convenience stores. According to the views of Chong and Diamantopoulos (2020), the implementation of advanced technologies is effective to improve the automated process of the payment structure. Technologies such as robotics and artificial intelligence are helpful to enhance the automation process as it provides an effective flow of transactions without manual activities (Amazon.com, 2023). The process of enhancing the business of automated stores such as Amazon Go requires implementation technologies that are effective to enhance the financial transaction process of the company.

Up skill the employees with technological knowledge

Industrial development requires the process of up skilling the employees with technological knowledge to ensure the success of the implementation. According to the views of Jaiswal *et al.* (2022), the employees of the stores such as Amazon Go need to enhance the knowledge of the employees regarding the advanced technologies. Besides, the technological knowledge among the employees is helpful to improve the work process of the company accordingly by considering the requirements of the employees. In the views of Weichselbraun *et al.* (2022), the usage of technological knowledge helps the employees to assist the customers to the right way of digital transaction. This is helpful to avoid conflicts regarding the process of money transaction regarding the purchase process.

Increase automation process

The increase in the automation process is a vital part of industrial development as it helps to reduce manual contributions. As mentioned by Delfanti and Frey (2021), the increase in the automation process is helpful to enhance the work process with advanced technologies to enhance the accuracy of the work process. The companies such as Amazon Go need to enhance their work process by increasing the automation process to avoid chances of misconducts. The usage of automation process is helpful to enhance the work process accordingly by considering the demand of the customers regarding the transaction process.

1.4 Overview of Digital Skill Sections in Demand (Examples from Different Industries and Modern Workplace)

Digital skills refer to the ability of identifying and using the digital devices that are effective to enhance the automation process of the business in companies like Amazon Go. According to the views of Van Laar *et al.* (2020), the digital skill includes the process of enhancing knowledge regarding the process of implementing digital technologies for the work process of the company. These digital skills are helpful to enhance the effectiveness and accuracy of the work process by reducing human mistakes.

Search engine marketing (SEM)

The digital skills that are effective to enhance the automation of the business includes search engine marketing (SEM). According to the views of Desai and Vidyapeeth (2019), the usage of search engine marketing is helpful to enhance the visibility of a website in a search engine such as Google. The SEM is helpful to ensure the customer engagement for the online stores of companies like Amazon. Besides, the usage of SEM is effective to enhance the marketing of the company accordingly by considering the customer demands.

Data analytics

The data analytics is helpful to analyse the raw data regarding the work process that is helpful to identify the demand of the markets. According to the views of Dubey *et al.* (2021), data analytics is helpful to optimise the performance of the business by analysing the raw data related to the business process. Besides, the usage of data analytics is helpful to identify the key insights of the business that is helpful to ensure successful automation of the business process in companies such as Amazon Go. Besides, the usage of data analytics is helpful to enhance the digitisation process of the business by implementing the required technological advancements.

Social media marketing

Social media marketing is helpful to enhance the customer engagement rate of companies such as Amazon Go. In the views of Mason *et al.* (2021), social media marketing is helpful to enhance the form of internet marketing that is essential to enhance the customer engagement rate. Furthermore, the usage of social media marketing is essential to enhance the marketing in different platforms. The usage of social media for the marketing of companies such as

Amazon Go is helpful to enhance the customer engagement rate. Social media marketing is an essential process to enhance the customer engagement rate by using automation processes.

1.5 Conclusion

This report concludes that the digital skills and professional development process is helpful to enhance the business profitability structure. This report has evaluated the digital development during recent years that is essential to enhance the automation process for the business. Furthermore, the usage of automation services is helpful to enhance the business process by reducing the chances of human mistakes. Besides, this report is effective to increase the process of developing the industrial working process. This report has evaluated the overviews of required digital skills that are effective to enhance the automation process of companies like Amazon Go. Therefore, the usage of the digital skills accordingly by considering the demand of the market.

Task 2: Reflection

2.1 Management soft skill

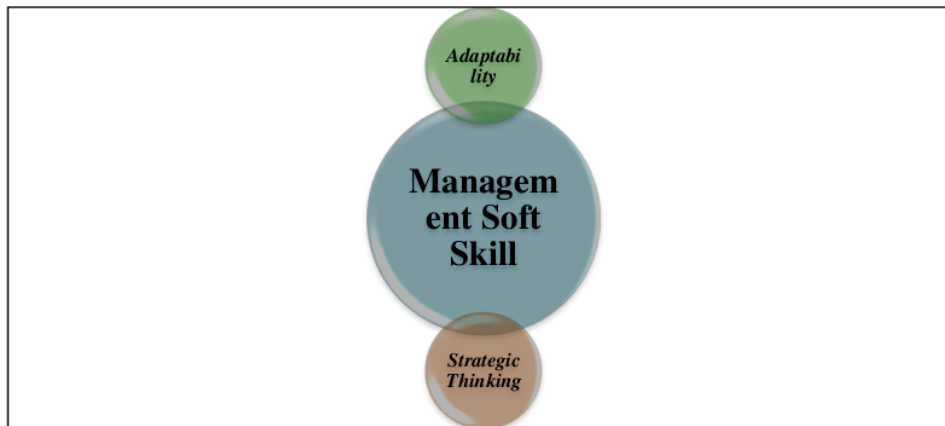


Figure 1: Management soft skill

(Source: Created by author)

Description (Strategic thinking)

This study regarding digital skills has described that the strategic thinking skill is the vital part to increase the automation process of companies like Amazon. According to the views of Jacobsson and Linderoth (2021), the usage of strategic thinking is effective to ensure the successful implementation of advanced technologies. Hence I have realised that strategic

thinking is helpful for me to enhance the work process accordingly by considering the demand of the market. Strategic thinking is helpful for me to assess knowledge regarding the factors that are helpful to ensure long term success of the companies. The automation process of companies like Amazon depend on the successful implementation of digital skills like search engine marketing (SEM) and data analytics. As mentioned by Van Oorschot (2021), the usage of the strategic thinking is helpful to identify the issues regarding the automation of the company. The strategic thinking skill is helpful for me to enhance my management process to enhance the organisational growth.

Feelings (Adaptability)

The analysis of digital skills and reflection has made me feel that adaptability is the key factor that is effective to enhance the management process of implementing digital skills. In the view of Venkatraman *et al.* (2022), the usage of adaptability skills is important to manage the work system of companies like Amazon GO with digital implementation. Besides, adaptability skills are essential to make the transformation process faster for the companies. According to the views of Kalyani and Saravanan (2020), adaptability skill is effective to enhance the resources management process for the companies that are essential to manage the profitability structure. Adaptability skill is important to expand the capacity of the companies for future success and mitigation of customer demand. On the other hand, adaptation skill is effective to manage the work process as it gives ideas to enhance the work process accordingly by considering the requirements for digitalisation. I have realised that technological adaptation is helpful for me to manage the issue regarding the work process.

2.2 Leadership soft skills

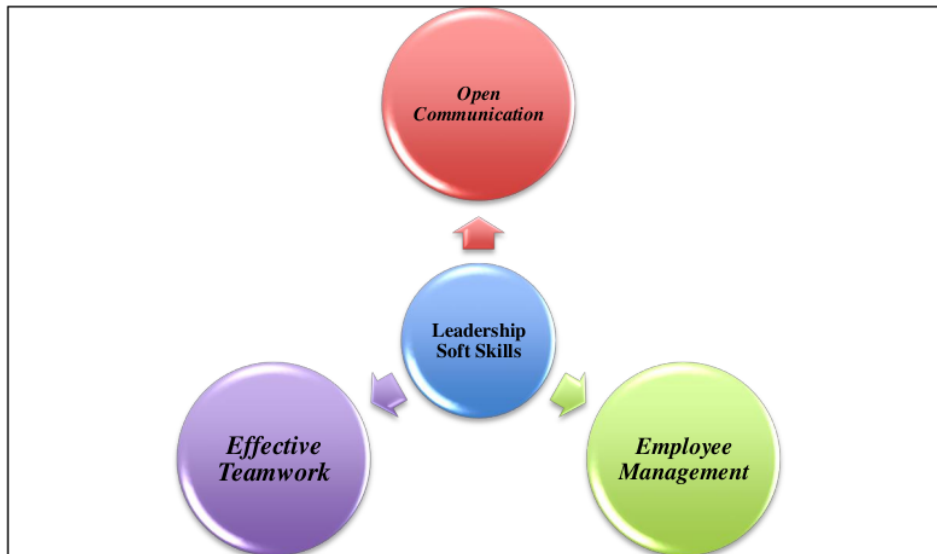


Figure 1: Leadership soft skill

(Source: Created by author)

Analysis (Open Communication)

The study of digital skills has analysed that open communication process is helpful for me to enhance the quality of the leadership process. As influenced by Heise and Pearce (2020), the usage of open communication is helpful to identify the issues of the employees regarding the work process of the organisation. I have realised that open communication is an effective skill for me to lead the teams accordingly by considering the organisational requirements. I have felt that the open communication skill is effective to identify the drawbacks of the employees regarding the work process with digitised technologies. As commented by Yan *et al.* (2022), open communication skill is essential to manage the process of the companies with the usage of automated services. The leadership regarding the issues of the team members and customers is possible by ensuring the skill of adaptation.

The open communication skill is effective to enhance my knowledge regarding the digital platforms that is helpful to mitigate the issues regarding the process of using digital technologies. Adaptation skill is essential for me as a team leader as it helps to identify the issues of the customers regarding online transactions. Moreover, the usage of open communication skills is effective to enhance the quality of the work process of companies

like Amazon Go due to the usage of digital tools. Therefore, I have felt that I need to use the open communication skill to lead the work process accordingly.

Evaluation (employee management)

Employee management skill is helpful to enhance the quality of the work process of companies like Amazon GO. Strategic thinking skill is helpful to ensure employee satisfaction regarding the digital implementation for the company. In the views of Øvreid (2020), the Employee management skill is essential to enhance the work process and profitability of Amazon Go by utilising advanced technologies. Furthermore, the usage of Employee management skill is effective ⁵ to enhance the knowledge of the employees regarding digitalisation. This is helpful for me to lead the work process with automated technologies to enhance the future success rate of the companies. Employee management skill is essential for me to identify the factors that are effective to drive the automation for the work process of companies like Amazon GO.

This skill is helpful to gain awareness regarding the process of technological implementation and usage of digital platforms for transactions. The Employee management skill is helpful for me to enhance the quality of leadership for the companies by assisting the employees accordingly. This study has evaluated that the employee management skill is effective to enhance the work process of companies like Amazon. The Employee management skill is essential for me as a team leader as it helps to increase the trust level of the employees regarding the leadership process of the companies. I can assess effective knowledge regarding my team by using employee management skills.

Conclusion (Effective teamwork)

This study regarding the usage of the digital skill concludes that implementation of effective teamwork is the vital point for the enhancement of the automation process of Amazon Go. According to the views of Aniansson and Ebrahimi (2022), teamwork is an effective skill to increase the rate of quality work in the organisation by using advanced technologies. Furthermore, the usage of team work skill is essential to enhance the knowledge of digitalisation among the employees by providing chances for self learning. Besides, the usage of team work skill is essential for me as a leader as it helps to encourage the employees for more dedication. The work process of companies like Amazon can be enhanced by using teamwork skills. Teamwork skill is essential to enhance the quality of the leadership process by identifying the drawbacks of the team leaders. Effective teamwork skills are helpful for me to encourage the employees for more effective work engagement. Besides, effective

teamwork is essential to enhance the quality of the work process accordingly by considering the organisational requirements.

2.3 Action plan (Personal development plan)

Skill	Activity	Time	Achievement
Search engine marketing (SEM)	Using paid advertisements and increasing visibility of the pages are the effective processes to enhance SEM.	5 months	The SEM skill is helpful to enhance the customer engagement rate of the companies. This skill is also important to enhance the brand value of the companies.
Data analytics	Transforming, modelling, cleaning and collecting are the processes to enhance the data analytics.	4 months	This skill is important to enhance the process of optimising the performance of the business. This is helpful for organisational growth.

Adaptability	The enhancement of digital knowledge is essential to enhance the adaptability skill of the managers. This requires effective digital skill development training for the managers.	7 months	Adaptability skill is effective to increase the chances of future success rate. This skill helps to identify the drawbacks regarding the work process.
Open Communication	The open communication skill can be enhanced by using effective training and feedback sessions for the hierarchy and employees of the company.	4 months	The open communication skill is effective to encourage the employees of the companies. Furthermore, this skill is helpful to identify the drawbacks of the employees to assist them accordingly.

Table 1: Personal development plan

(Source: Created by author)

The study regarding the usage of digital skills has helped me to develop an action plan for my future projects. I have analysed that adaptability and open communications are the non digital skills that are important to enhance the management and leadership qualities of mine. The personal development plan has highlighted that the enhancement of adaptability skill requires effective digital knowledge. Besides, the effective digital skill development training for the managers are essential to enhance my adaptability skill. The process of enhancing adaptability skill requires 7 months of time. As influenced by Sony and Mekoth (2022), adaptability skill is helpful to increase the chances of future success rate of the organisation. The enhancement of open communication skill requires effective training and feedback

sessions for the hierarchy and employees of the company. This process requires 4 months of time as the process of assessing the information regarding the relations of the employees and company hierarchy is lengthy. The enhancement of open communication is essential to encourage the employees of the companies. Furthermore, this skill is helpful to identify the drawbacks of the employees to assist them accordingly.

The digital skills that are required to enhance the process of implementing digitised technologies are search engine marketing (SEM) and data analytics. These digital skills are required to enhance the work process of the organisations. I have realised that the enhancement of SEM requires the usage of paid advertisements to enhance the branding of the web pages. As mentioned by Jie *et al.* (2021), the usage of effective strategies to increase the visibility of the web pages is essential to enhance the SEM process. This requires 5 months of time to ensure the proper implementation of effective advertising. This skill is helpful to enhance the customer engagement rate of the companies. The enhancement of data analytics requires the process of transforming, modelling, cleaning and collecting. This skill is helpful to optimise the business performance of the company accordingly by analysing the past performance of organisations.

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