

Our mission is to ensure every marketer and analyst has the competence and knowledge they need to continually deliver optimum results.

Andragogy.

What does the digital skills gap look like to you?

COULD YOU IMPROVE YOUR
CONFIDENCE?

17%

of learners see higher
confidence &
productivity

Gallup State of the Global Workforce report, 2017

COULD YOU INCREASE YOUR
EFFECTIVENESS?

40%

of all media spend is
wasted

Commerce Signals, 2019

COULD YOU DEVELOP NEW
SKILLS?

75%

agency leaders say
skills dev. is critical

Commerce Signals, 2019

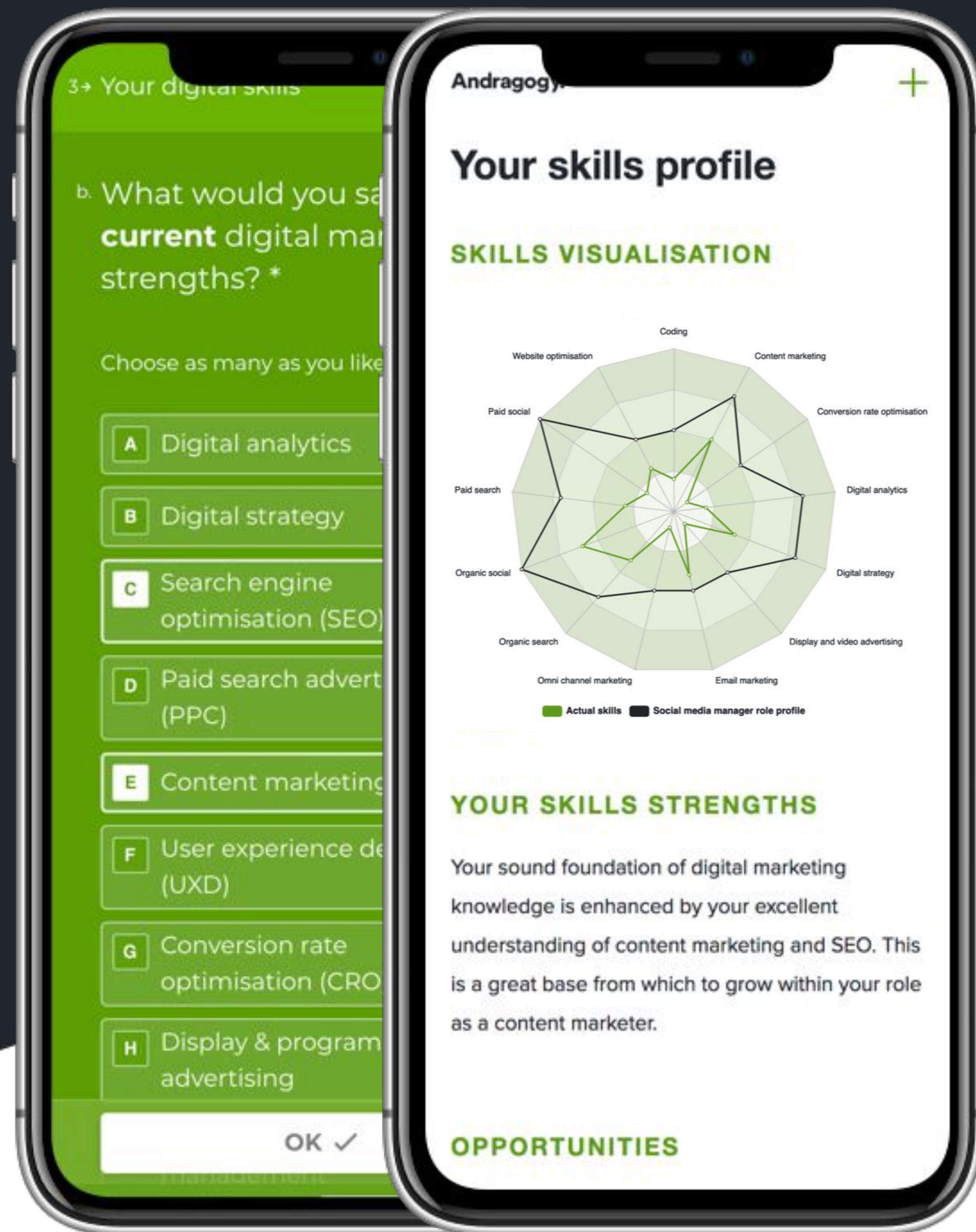
...and how will you fill it?

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We created Digital IQ to give digital marketers, analysts and designers the **insights** they need to perform better.



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Quantify what you know and decide what to learn with Digital IQ.

Create your Digital IQ Skills Profile to identify your **digital marketing** or **data analytics** strengths, and pinpoint key skills to develop. Use this to inform your future.

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How Digital IQ works.

NEEDS ASSESSMENT

Share your needs and preferences

What motivates you to succeed? What skills do you want to grow and develop? What skills do you need now and in the future? Complete our survey to share your learning needs and preferences.

SKILLS ASSESSMENT

Benchmark your skills, knowledge and behaviours

Build your skills profile with our online survey tool. We use industry standards as a benchmark including the Institute of Data and Marketing, the Digital Marketing Institute and more to determine your skill levels.

SKILLS PROFILE

Identify your strengths and opportunities

Our panel of digital specialists will evaluate your results to identify key strengths and any areas for improvement. You'll receive your own individual skills report with actionable recommendations.

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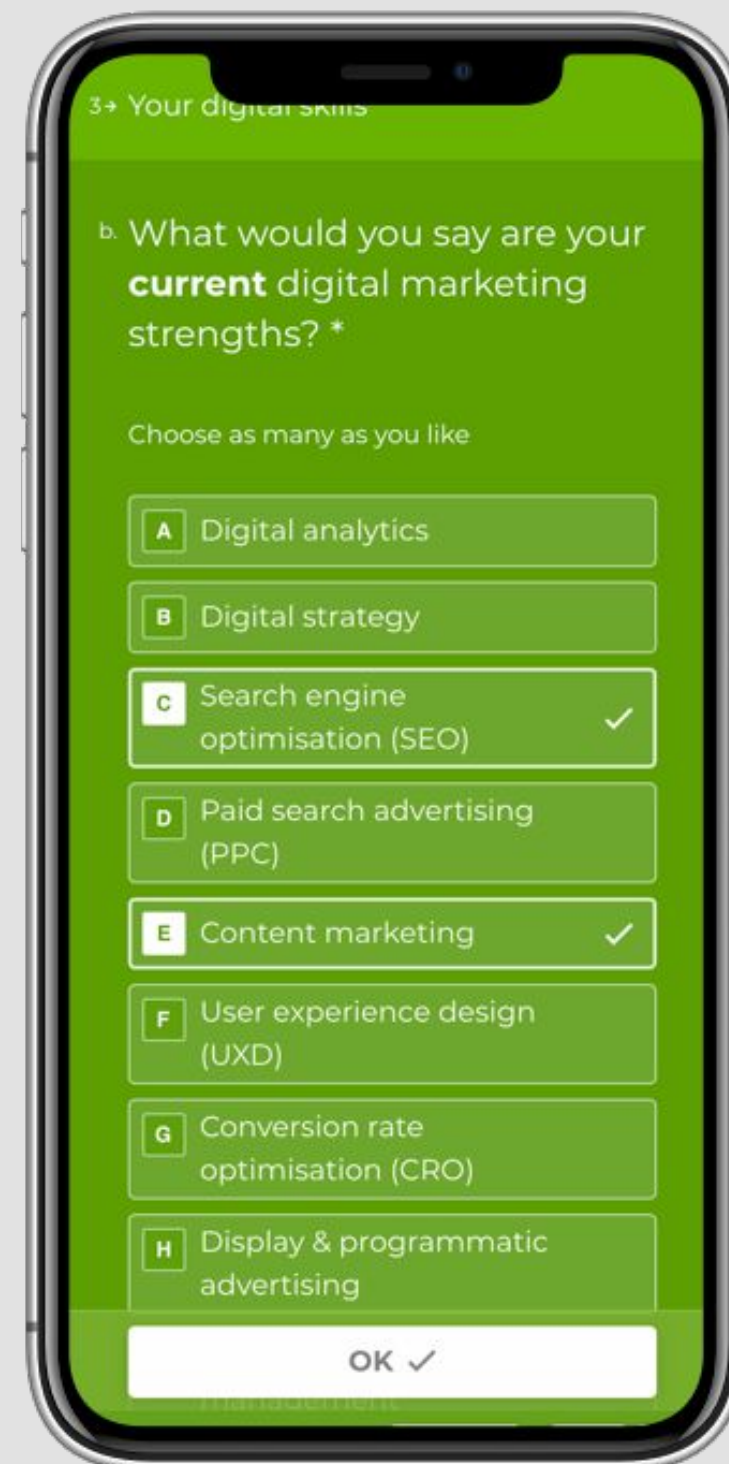
What to expect.

SIGN IN ONLINE >

CREATE YOUR PROFILE >

MEASURE YOUR SKILLS >

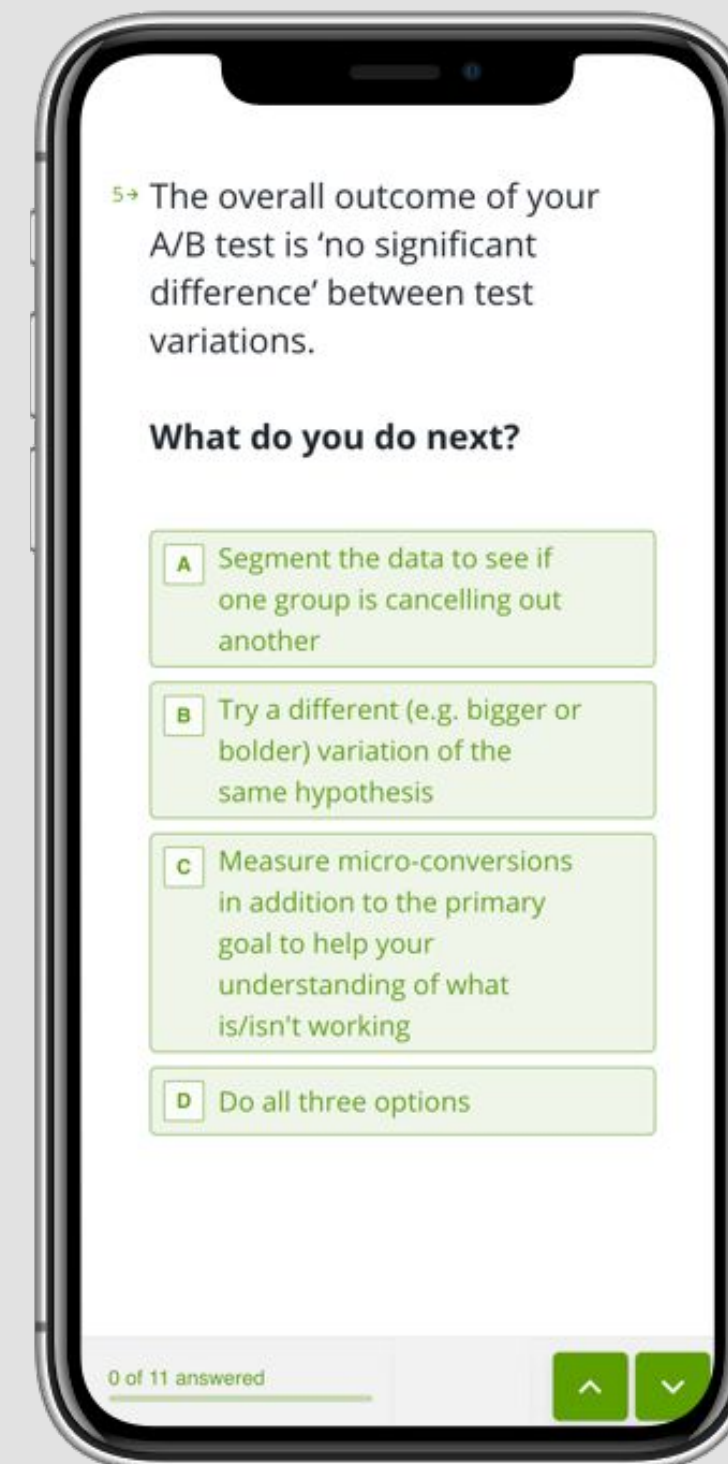
VIEW YOUR REPORT >



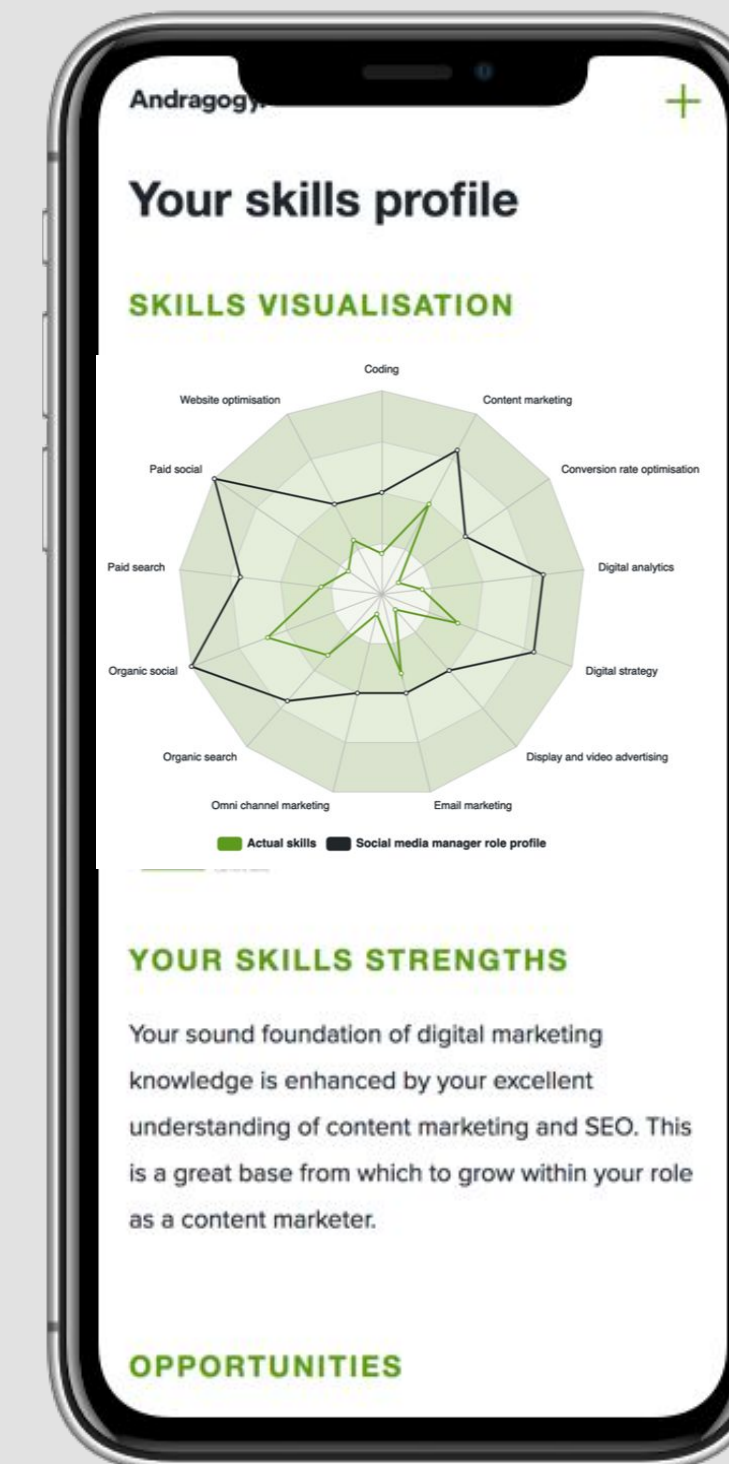
Register online.



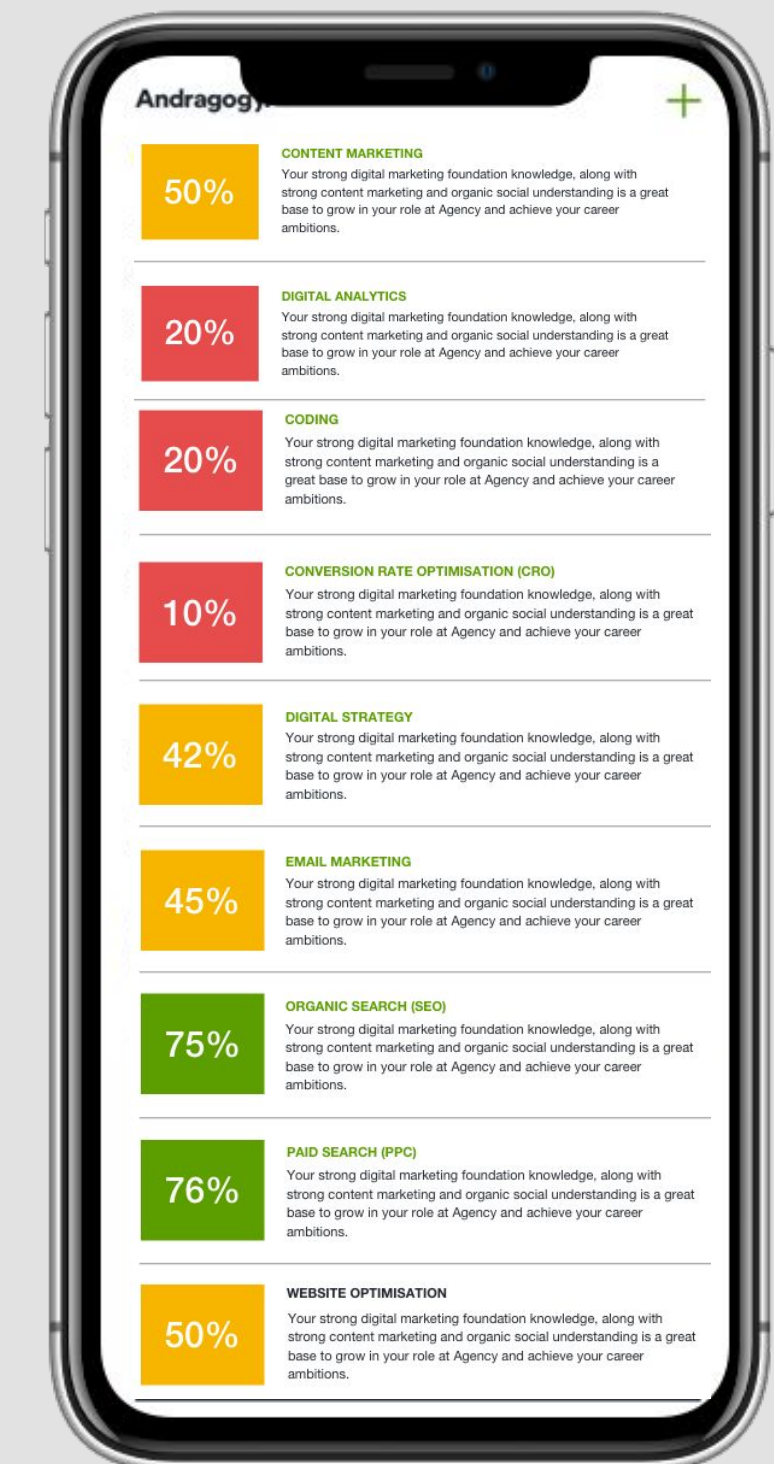
Create your profile,
it's a bit like creating
an account.



Answer a mix of multiple
choice questions that
explore your knowledge,
skills, and behaviours.



Receive your Digital IQ
skills report..



Inform your learning
path.

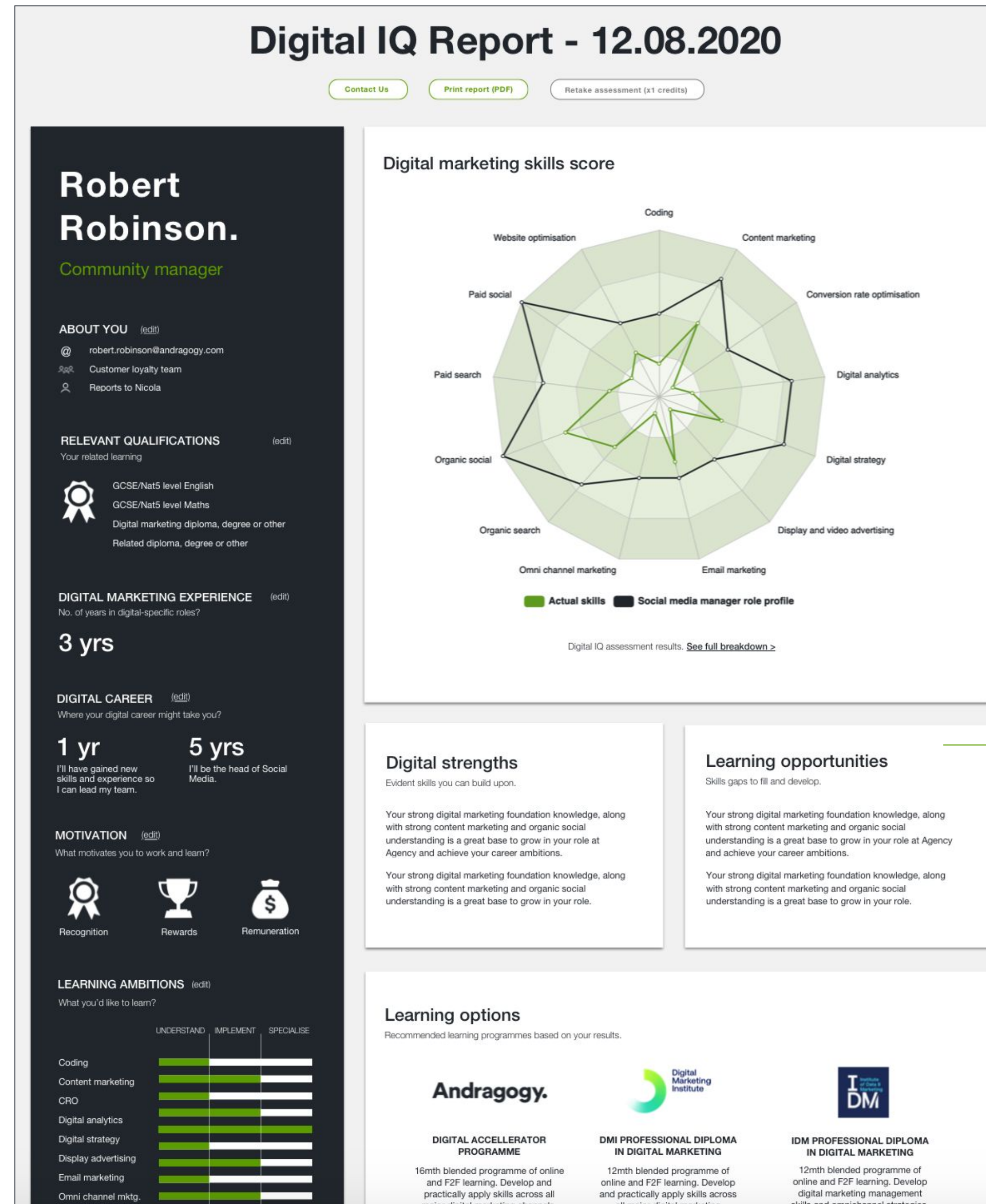
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Make data informed decisions about your future.

YOUR DIGITAL IQ REPORT

Measure your skills to inform your personal and professional development.

- Visualise your skill strengths and see evidence of your progress.
- Compare your skills to your own goals and role profiles.
- Quickly and easily find where and how you can improve.
- Make informed decisions about your learning path.



Expert-led gap analysis

Practicing experts review each answer, and, taking your needs assessment into consideration, provide actionable insights on where and how you can improve.

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Any questions?



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