

What are employers looking for in 2021?

Technical Knowledge

Qualifications— employers want people who have the right qualifications and knowledge for the job, to ensure they are fit for the role.

Experience of role— employers want people who know what they are doing and have had experience doing it!

Troubleshooting— employers need people who can think on their feet and use their own initiative and not require help with every problem they have.



Good Working Procedures

Absence protocol— employers want people who follow the protocols given to them and show they take responsibility if they cannot make it into work one day.

Health and safety— employers want people who are sensible and take care in the work environment to ensure that no one around them is harmed.

Data protection— employers want people who they know can be trusted to handle sensitive information and will not be at risk of exposing it.



What are employers looking for in 2021?

General Skills



Problem solving— employers want people who they know have the ability to diagnose and solve problems with little input from others, thereby not disturbing their productivity. However, employees should ask for help if they need assistance!



Meeting deadlines— employers want people who have good time management skills and can get tasks completed in a timely manner.

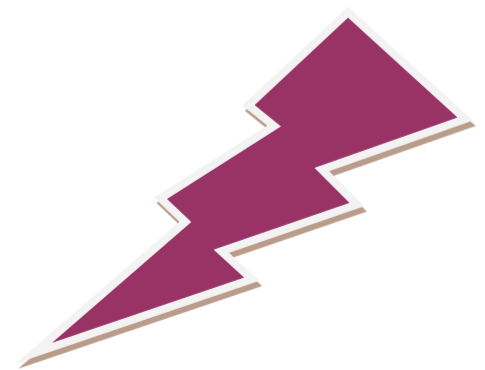
Punctual— employers want people who will be on time to work everyday and on time to any meetings they are required to attend. This will show dedication and commitment to their work.

Personal Qualities

Supportive of others— employers want a good working environment for their staff, and by being supportive and helping others employees are contributing to this! It also means everyone feels comfortable and if anyone needs help, they won't be afraid to ask!

Reliable— employers want people who they know can be trusted to complete tasks that are asked of them to the best of their ability and in a timely manner!

Good role models — employers want their staff to look up to each other and be inspired by each other. Good role models will inspire the team to go above and beyond in their work and keep everyone motivated in the workplace.





Effective Communication

by George Hotten

Key Principles of Effective Communication

- There are 3 key principles that make up effective communication:
 - **General skills** – the skills that apply regardless of the method of communication.
 - **Interpersonal skills** – the skills that apply for face-to-face communication.
 - **Written skills** – the skills that apply when writing letters, reports, emails, etc.

All three play an important role to ensure your communication with other people is as clear and concise as possible.



General Skills

The skills that apply regardless of the method of communication

Adaptive Delivery

- When delivering your message, your delivery must meet the audience. For example, talking to children would be very different to speaking to adults as pace, pitch and language must be considered.
- You should be modulating your voice to keep the audience engaged and listening. Try to avoid speaking in a monotone voice.
- If you believe your delivery isn't working or that there may be some barriers to communication, you must change your techniques. Often this should be done whilst planning and preparing your delivery; however, you sometimes might have to change this on the fly if your planned methods are no longer working.
- You must also be able to adapt your delivery based on audience requests or questions from them.

Appropriate Terminology

- When planning your delivery, you should consider your audience as plan your speech using terminology they would understand. For example, specialist IT terms would be no use to a non-IT audience as they wouldn't be able to understand.
- Make sure all terms used are understood across cultures – this means slang and similar ways of speaking shouldn't be used. How would a Japanese native know the meaning of modern British 'roadman' slang?
- Consider your audience when planning, as depending on the method of communication, different terminology would have to be used. For example, what you would say in a presentation would not be used in something more formal such as a report.

Use of Technology

- Especially in recent years, technology is a huge factor in helping your audience understand your message. It can be used to help engage the audience or help them understand what you are saying.
- Technology can help engage your audience through methods such as multimedia, sound, applications and interactive devices.
- It can also be used to help your audience understand your message through software such as translation software to get past the language barrier. Transcription software could also be used for people with hearing difficulties to understand what is being said.
- Technology can also be used to support your communication – this can be done by showing graphs and charts in spreadsheet software and reports in word processing software.



Interpersonal Skills

The skills that apply for face-to-face communication

Methods

- More often than not there will be people that have an impairment in your audience which mean they may struggle to understand your message and what you are saying. The following methods can be used to overcome this:
 - **Verbal exchanges** – switch up your speaking and listening whilst communicating. Make sure your audience gets a chance to ask questions and participate
 - **Signing** – hire a professional interpreter who can listen to what you are saying and then sign it. This will help people who have an auditory impairment.
 - **Speak what is on screen** – if you are using technology and there is someone who might be blind in the audience, you should dictate what is on screen so they can create an image in their mind of what is on the screen, which will further help them understand your point.

Techniques and Cues

- There are many techniques that can be used to help people understand your communication:
 - **Body language** – having a positive body language helps keep your audience engaged and active during your presentation as it shows your energy and interest in the topic you are presenting. However, the audience's body language should also be considered because if their body language is negative you can switch up your delivery to help engage them again.
 - **Mirror the audience** – if the audience members have positive body language, mirror them! This creates a bond with the audience and increases their likelihood to participate in your presentation.
 - **Positive language** – using positive and happy language can help stimulate your audience and keeps them engaged in your presentation. Too much negative language creates a barrier to effective communication and may alienate your audience.

Active Engagement

- When presenting you want your audience to be engaged and respond to your delivery. This is especially important when a member of the audience is asking you a question / discussing something with you. Some techniques you could use are:
 - **Nodding** – this shows you are understanding what they are saying and it will help engage them as they know they are being heard and listened to.
 - **Summarising** – this will help ensure that what is being communicated is understood and agreed by both you and the listener.
 - **Paraphrasing** – this helps the listener understand what you are saying. If they didn't understand a particular term, you can paraphrase it to help increase understanding.



Written Skills

The skills that apply when writing letters, reports, emails, etc

Communication in Writing

- There are many skills you should implement when communicating in writing:
 - **Following organisation guidelines** – use templates provided by your organisation to help maintain standardisation and keeps the communication professional.
 - **Emotes** – emojis or similar is perfectly acceptable in informal communication as it helps make the communication more engaging and happy, however it is not appropriate in formal situations as it is seen as unprofessional.
 - **SPaG** – ensure all grammar is correct, capitals are included and spelling is correct. This helps the recipient understand what you are trying to communicate.
 - **Structure** – make sure what you have written is well formatted, and make sure it is clear and easy to understand.
 - **Relevance** – go over what you have written and make sure it is all relevant and to the point.
 - **Alternate viewpoints** – spice up your writing and include viewpoints that differ from yours. Not only will this help keep the reader engaged, it will show your interest to the point and show you are open for other views and opinions.

Impact of IT on Society

Big Data

Who collects information about people?

Big companies collect information about people when they sign up to or use their service. For example: Facebook, YouTube, twitter. This can be through cookies, web beacons, email tracking and even asking for it. This data is then often sold to other companies who can use it to try and get more users through personalized advertisement or user experience personalization.

What information is collected?

Information collected can include, but is not limited to:

- Network – data from social media sites, internet, and mobile networks, etc
- Real-time data – YT streaming habits, etc
- Transactional data – what you bought, when, what method, etc
- Geographical data – location data of your devices and things that you own
- Natural language data – obtained from voice searches
- Time series data – observation of trends over a period
- Linked data

What are the implications of the amount of data that is connected and store about an individual?

The collecting of this data is often unknown to the end user and can potentially breach their privacy if the company that holds it suffers a data breach. However, this allows companies to give a more enhanced and personal experience when using their site or interacting with customer support

Sources

- <https://computools.com/how-is-big-data-collected>
- <https://indatalabs.com/blog/impact-of-big-data-on-business>

Physical and Mental Health

Physical Health

When using IT people often forget the importance of exercise and keeping fit and healthy as they spend so much time on their devices. Holding devices such as phones can also lead to Carpal Tunnel syndrome, along with neck pains from constantly looking down at a device. It can also cause strains on our eyes from spending too much time on a screen.

However, IT can also be used for research which can help develop new medicines – which will help people's physical health. You can google issues you are having physically and get advice on what to do. There are also smart watches which let you monitor your physical activities and other data such as heart rate.

Mental Health

The constant use of devices can often result in sleep issues – which can lead to other conditions such as depression and extreme anxiety. Lack of sleep then often leads to issues such as sleep paralysis and decreased appetite – which can lead to many physical issues.

You can also find things that could be a bad influence, which could lead to things such as having a negative body image. People also become addicted to their phones, which can lead to people not talking to each other and doing it over text instead.

However, it can improve mental health as you can get self-help resources, online counselling. It also helps people who struggle to make face-to-face communication – video calls and making friends online will help.

Sources

- <https://www.mentalhealth.org.uk/a-to-z/p/physical-health-and-mental-health>
- <https://www.providence.org/news/uf/618911654>

Security

Data breaches – data can be stolen, and your privacy gets exposed – data such as banking info, address and names can be exposed.

Device stole – people can see data from apps such as email, banking

Malicious apps using your web cam and microphone, they can also collect and steal data from your device, they can also spread to other devices on the network putting other people at risk

Insecure Wi-Fi networks allow people to snoop your packets and read what they contain, potentially exposing sensitive information.

Hacking – someone could hack your machine and steal data from their device

Environment and climate change

Increased use of electricity, server farms release lots of CO₂, production of devices using minerals. These often use fossil fuels which contribute to global warming which is affecting the whole world. That in turn is destroying many animals' habitats which is slowly erasing some of the animal population making them extinct.

Solihull College

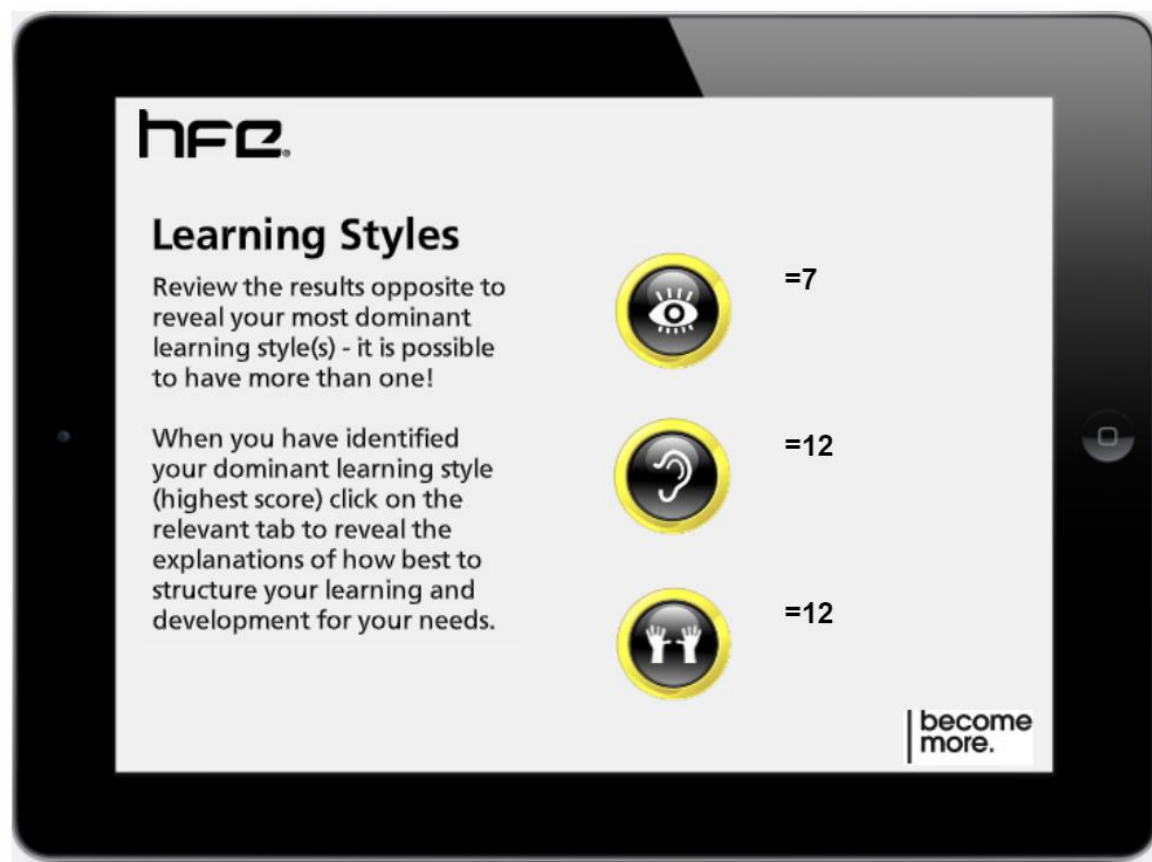
Assignment 1

Task 6

Unit 01

George Hotten

Task 6



I am mainly Kinaesthetic and Auditory, with Visual coming in second place.

Do I agree with the results?

I mostly agree with the results. Personally, I believe I am all 3, but predominately my top 2. When learning I feel that I do best with a mix – listening / watching how it's done, seeing how it done then to fully test my understanding I like to try it out myself. This helps with my learning as it allows me to fully ensure I understand what I am learning, and I can trust that what I have learnt is accurate.

How will this help my learning?

This will help my learning as it can give me a more structured approach to my learning. I will know exactly how I should go about learning something new and I know that I can utilise more kinaesthetic learning methods to help improve my understanding. This will improve the speed of my learning and will help me progress further in what I want to learn as my learning will be more effective.

How each learning style can help someone's personal development

Visual Learners

These people learn best via body language and facial expression to understand the meanings. Diagrams, illustrations, videos and other visual representations of what must be learnt is the best way for them to learn. They will also often take detailed notes and highlight any important information to help it stand out.

Auditory

These people learn best through listening to what others have to say, for example: group discussions and verbal lessons. They use a collection of tone, pitch and speed to understand the meanings. Reading text out loud is often very beneficial for them.

Kinaesthetic Learners

These people learn best through moving, doing and touching – it is best for them to actively explore the physical world around them. Sitting still for an extended period may be hard for them, and they may need to take study breaks, listen to music or use a 'grip toy' to hold during learning.

Where have I used these techniques before?

I have used these when I was learning how to build a computer. I watched lots of videos guides over time and listened to the tips and tricks the presenters were giving. Then in class I used the knowledge I had gained from these videos and put it into action which helped to improve my learning as I was physically attempting the build, therefore this kinaesthetic learning style proved useful and I now feel confident in my understanding of how to build a computer.