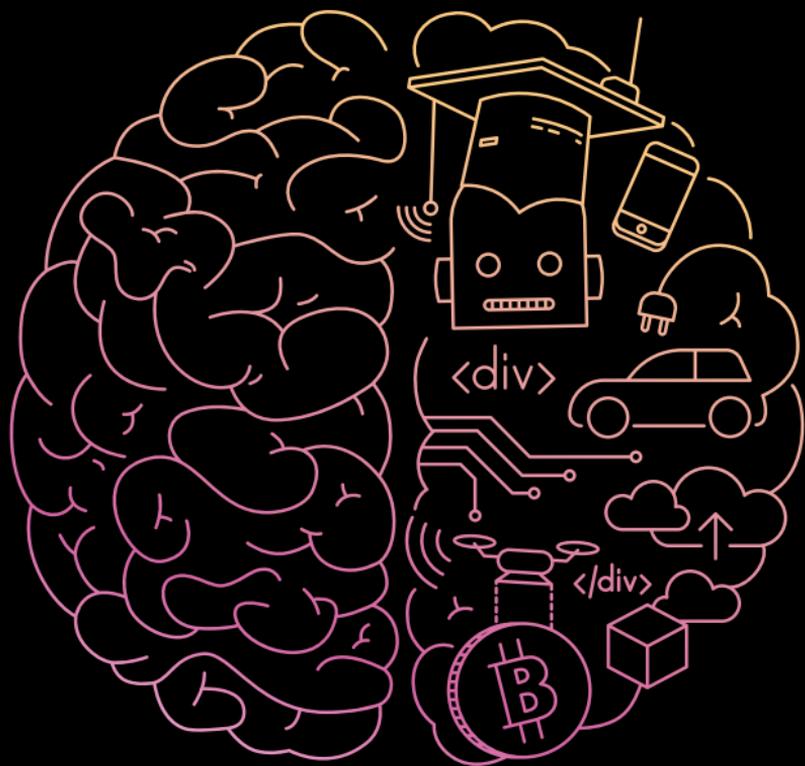


**Deloitte.**



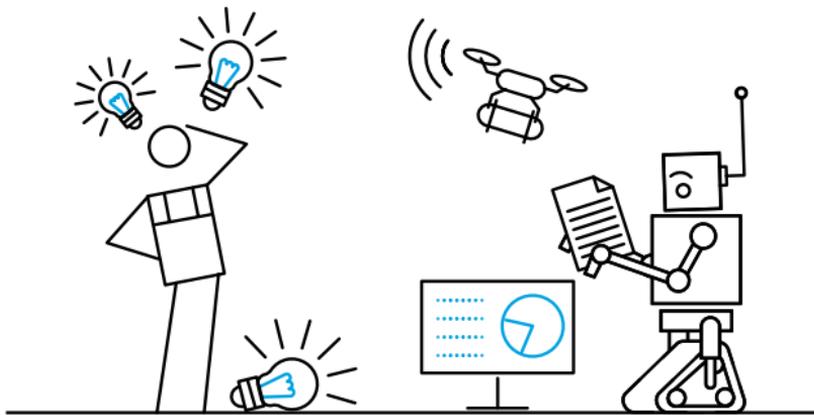
**Digital Fluency Academy**  
Do you speak Digital?

# Why become digitally fluent?

Understanding, exploring and exploiting the vast potential of digital trends and technologies is key to confidently drive future growth. Today, all kinds of businesses are facing multiple challenges, such as:

- Constantly changing market conditions
- Attacks on market shares through “1000 cuts”
- Exponentially accelerating pace of technology
- Unrecognized opportunities for digital innovation
- Limited resources to monitor new trends
- Lack of know-how for strategic evaluation

**To win the future, businesses need:**



**A better understanding**

of how to tap into the potential of emerging technologies and trends

**An improved innovation process**

by leveraging cutting-edge technologies and methods

## **We want to enable you in:**

- 1 Learning how to ask the right questions about digital transformation
- 2 Upgrading your digital know-how to identify and implement new business ideas
- 3 Turning employees from passive learners into proactive knowledge owners and digital ambassadors
- 4 Improving innovation capabilities based on cutting-edge technologies and methods

# The Deloitte Digital Fluency Academy

Through engaging learning nuggets and expert-produced content, the Deloitte Digital Fluency Academy will make you digitally fluent and help realize untapped business potential.



Our platform is live, with a solution functioning on both web and mobile



We have multiple sample topics with high quality off-the-shelf content

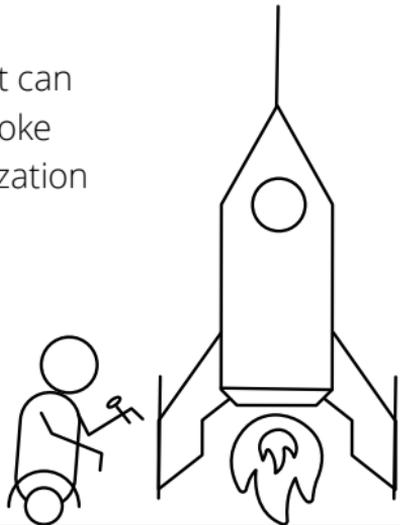


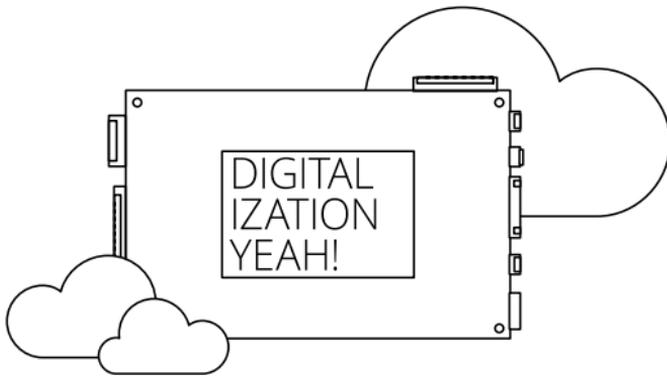
Topics and learning content can be customized to suit bespoke requirements of the organization



## Technology

(e.g. Cloud Computing)





The platform offers various reporting possibilities, including e.g. content and function based reports



With our extensive network of internal experts and external partners we can develop unique learning experiences with and for our clients



.....●  
**Strategy &  
Implementation**

(e.g. Innovation Management)



Digitalization is shaping  
the world around us.

Let's enable each  
other to instead shape  
digitalization.



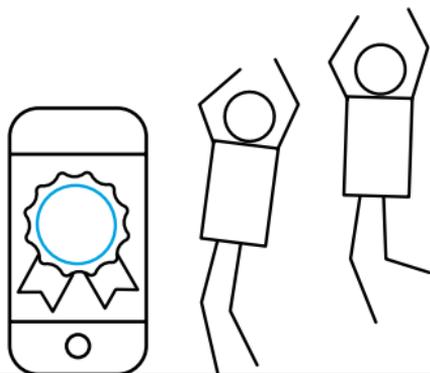
.....●  
**Methods & Tools**  
(e.g. Design Thinking)

.....●  
**Organization & People**  
(e.g. Talent & Future of Work)



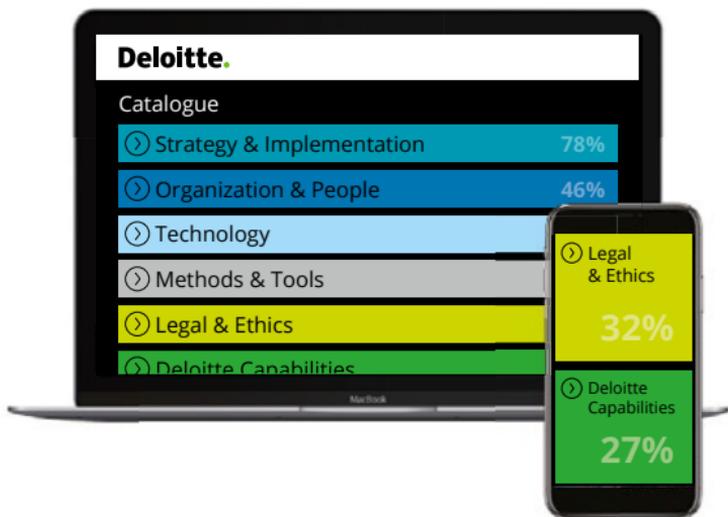
# Impactful learning

Currently the Deloitte Digital Fluency Academy covers about 50 different topics clustered along several categories, and made available in bite-size, impactful learning nuggets. Always relevant: learning content is being continuously updated with the support of our internal experts.



**Legal & Ethics**  
(e.g. Digital Ethics)

# Have a look for yourself



**Curious? Reach out to:**  
[digitalfluency@deloitte.de](mailto:digitalfluency@deloitte.de)

**Find more information here:**  
[www.deloitte.com/de/dfa](http://www.deloitte.com/de/dfa)

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