QA launches GetTech bootcamp to bridge the digital knowledge gap

Thursday 28 January, 2021

QA, the UK's largest tech skills and talent provider, announces the launch of a new digital citizen initiative called GetTech. The 5-day GetTech bootcamp will equip non-tech individuals with the knowledge and confidence required to speed up the delivery of digital transformation projects.

The ongoing Covid-19 crisis has accelerated the need for digital adoption but for such business-critical programmes to succeed, multi-discipline project teams must deliver together at speed. An online survey* commissioned by QA this month revealed that 88% of tech workers think their non-tech colleagues have a limited understanding of the latest digital technologies, terminologies and ways of working while only 23% think non-tech colleagues are confident when talking about disciplines such as agile and cloud. The same survey pointed to a business impact with nearly two-thirds (65%) saying that lack of digital knowledge and confidence is slowing down the progress of digital programmes.

Paul Geddes, CEO, QA, said:

> *"The digital skills gap is a widely recognised issue for organisations across the UK but it applies to more than just the tech workforce. Today everybody needs to be digitally savvy to do their job well. Our research reveals a perceived lack of skills amongst the non-tech community with the potential to slow down digitisation in every organisation. We have created the GetTech bootcamp to give non-tech staff the confidence and knowledge required to embrace digital disruption and to work more efficiently with their more tech-savvy colleagues. It is another way in which QA is helping our customers to emerge stronger from this crisis."*

QA's GetTech programme is based on the experience gained from designing and delivering bespoke courses for a number of large corporate clients. Individuals attending the 5-day GetTech bootcamp will benefit from a practical hands-on introduction to the most commonly adopted technologies in a course designed to maximise learning and engagement.

The bootcamp will start with a digital simulation day exploring how operational and technology decisions affect business value and customer satisfaction. During day two individuals will learn about design thinking methodologies, using the skills they have acquired to design a service or product based around real customer needs. Day three will focus on data-driven decision making, providing the opportunity to turn concepts into action through gamified learning. To create a truly immersive experience, delegates will then spend the final two days getting real hands-on experience of coding and cloud technologies.

Organisations interested in finding out more about the GetTech programme, including how the bootcamp can be customised for specific business needs, should get in touch to speak to one of QA's digital consultants.

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