

A roadmap to a successful digital future in Qatar

What is the digital transformation?

Digital transformation is the next stage in the evolution of global commerce. As technology becomes increasingly more influential in supporting complex operations, and consumer trends gear more toward digital connectivity and experiences, businesses and governments are responding accordingly.

History tells us that any major paradigm shift will bring with it both great challenges and unprecedented opportunity and the digital transformation is no different. The key, as always, will lie in having the agility to be ready when those challenges and opportunities appear. Already we are seeing that specific skills, not to mention the capacity for learning itself, will be the new currency of the digital age.

The Middle East and North Africa (MENA) enjoy a unique advantage in this new paradigm in that they possess one of the [youngest combined workforces](#) in the world, with over 40 percent of workers being under 30.

The relevance of this is twofold, young people are generally able to pivot in career and education choices and they also possess greater neuroplasticity to do so. Neuroplasticity refers to the brain's ability to absorb new information or skills and rearrange its structure in order to retain and perform them and this characteristic tends to decline with age.

A vast reservoir of young minds provides the perfect platform from which to launch the next generation of technologically savvy workers within these regions. It also creates an opportunity to free nations like Qatar from their economic dependence on unsustainable, carbon-intensive industry.

- According to Qatar's Ministry of Foreign Affairs (MOFA), as of 2021, Oil and Gas sectors account for [50% of national GDP](#), 85% of export earnings, and 70% of government revenues

- In the same year, [EWG \(Environmental Working Group\)](#), reported that within the Standard & Poors index, oil and gas fell to less than 3% of the index' total value compared to 16% in 2010 and 30% several decades earlier.

Assuming the latter trend continues then it is clear that Qatar is in need of a radical transformation in terms of its domestically produced resources. A knowledge-based economy is the answer.

Are you prepared for the Digital Transformation?

Realizing this, the Ministry of Communications and Information Technology (MCIT) has announced a new National Skilling Program as part of the Qatar Vision 2030. Collaborating with Microsoft and elev8's Digital Center of Excellence (DCE), the government will upskill 50,000 Qatari workers in key digital skills like Cloud Computing, Artificial Intelligence, and Cybersecurity.

Microsoft has additionally pledged to create 36,000 new jobs in Qatar to help kickstart the country's new digital economy.

Although this is excellent news for Qatari workers at large, organizations that wish to remain competitive, like yours, must also invest in upskilling and reskilling their existing workers to secure their future. You may be wondering where to begin with this process, after all the prospect of creating a digital skills roadmap from scratch - particularly on a deadline - is very daunting.

If you're not sure which skills you need or which employees already have them, how can you possibly start building an effective skilling program to address any gaps you might have?

Moreover, how do you go about identifying where those gaps exist? Or which employees would be naturally inclined to learn in-demand skills?

Finding your skills gaps

Developing a skills matrix is a surefire way to quickly highlight which skills your organization is lacking and identify the individuals most suited to learn them. A simple visualization of all the skills profiles within your workforce

and the ability to search for specific skills will prove invaluable in finding gaps quickly and plugging them efficiently.

Cultivating motivation

The key to creating a sustainable learning culture in your organization is ensuring that the skills you need have meaningful impact for the employees that are going to learn them. Career roadmaps are an excellent way to achieve this since they provide a clear picture of how their dedication to upskilling and reskilling feeds their professional goals.

Your skills matrix can provide a shortlist of suitable candidates for specific skilling program and then you can create a custom roadmap that demonstrates to them the doors that learning those skills can open.

How elev8 can help

Elev8 specializes in rapid digital skilling programs and we are providing guidance and support to some of the world's leading tech companies. We believe in a holistic approach to skilling that includes analysis of an organization's skilling needs, roadmaps for both individual career pathways, and overarching, goal-oriented business learning strategies.

The presence of elev8's DCE in Qatar is so far contributing to the country's digital literacy profile with over 5000 people already trained and many more on the way. We want to support Qatari businesses using cutting edge learning technology and bespoke teaching modalities made to fit your needs.

Sound exciting? Visit our [website](#) and book a consultation to learn more about how we can help your teams stride into Qatar's new digital future.