

Digital Literacy is about so much more than Trade Me and Face Book

Technology and the Internet offer us some huge benefits if we understand how to use them effectively.

However most people have taught themselves to use a computer with help from friends and family or some on the job training. As a result they don't know what they don't know let alone what training they need. You can waste a lot of time trying to work out what to do.

Our productivity is leaking out through the holes in our skills? And with the speed that digital media is advancing we are falling further and further behind. Is your work or business at risk because you don't feel confident using technology or the internet?

The digital world provides a vast range of opportunities for women, as it reflects our natural abilities with communication and multi tasking.

Women have the opportunity to bring a new perspective to the challenges of this new digital society. Our experience and lateral thinking can ensure that technology works to the benefit of everyone if we step up and accept the challenge.

Look at the ways that you can harness the digital world to benefit your work, friends and family. Understand why digital literacy is so critical to our futures.

Pam is not a nerd just someone who understands the challenges faced by individuals and businesses and wants to help.

Introduction / profile

Pam has worked in a wide variety of jobs from office manager to social worker, Community Education Coordinator to operations manager for a freight forwarding company. But she says her most valuable roles are as female entrepreneur, a small business owner and a passionate Kiwi.

Pam has been in business for 8 years working with both individuals and businesses helping them to understand how to make better use of their computers. As a serial networker she gets to meet hundreds of individuals and businesses of all shapes and sizes.

Pam is a regular presenter at the NZ Small Business Summit and a judge on the David Awards which recognise the success of small businesses in NZ. She herself has been a finalist in the Westpac Enterprise North Shore Business awards for marketing and her favourite achievement was being a finalist in the Humour in Business awards.

Pam has spoken to a wide range of groups including Her Business, BNI, Rotary, Zonta, Franchise Association and BNZ.

In 2009 Pam published a book Beneath the Knowledge Wave that shook up the assumptions we all make about our computer skills and the way they affect our productivity.

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