



Do You Need A Digital Native?

In the fast paced and highly progressive digital time we currently live, the importance of having a Digital Native on your team can not be stressed enough.

How often is it, that you find yourself, the elder seeking assistance of a younger counterpart when it comes to the complex and confusing world of technology. Whether it is the iPhone or the iPad, the internet or the stubborn DVD player, the younger generation just seem to have a knack for all things tech.

While faxes are becoming obsolete and written letters face the same fate of extinction, those born between the Baby Boomer and Gen X era have witnessed the emergence of technology and the birth of the internet first hand. With that I introduce to you a new breed of tech savvy, digitally dominant individuals coming of age known as the 'Digital Natives'

A digital native is an individual who was born after the global adoption of digital technology, believed to have a greater familiarity with and understanding of the complex tech space than people who were born before it was widespread. The term digital native doesn't refer to a single generation in particular but is instead a title used for those who have grown up using the likes of tech platforms such as the internet, computers, mobile devices etc. Born into a technologically immersed world, this digital exposure has created a multi- skilled, quick adapting and valuable prospect for any modern business.

Why should you hire a Digital Native?

Business is quickly moving digital. With social media emerging as a powerful marketing tool for business, ecommerce becoming a staple of almost every industry, and online trade networks opening up a world of business opportunity – quite literally – the digital realm has solidified its strong position in business.

Just as you would employ a specialist for the accounting functions of your business it is important to equip yourself with an individual proficient in all things digital also. Slow adoption of fast moving digital practices within your industry will find you well behind the eight-ball, missing out on valuable business opportunity and slowing growth.

Not only do DN's have the biological make up to navigate technology and digital platforms but they are defined by their ability to pick up and adapt to new and unfamiliar processes. This trait is sought after in all employees and when building the perfect team for your business it is wise to consider this, and in the words of Stephen Hawking

“Intelligence is the ability to adapt to change.”

Through our **N2T UGrad Plan** service we have seen first hand the value of individuals born of this era to businesses. This program provides small businesses access to a fully managed university student as a part-time worker. We have found that under graduates; individuals who are young, intelligent and highly skilled, commonly harness the skill set and characteristics that define a Digital Native.

In conclusion, consider your current team and assess if you are a front runner in digital business development and have a team equipped to handle the fast paced digital environment. If not, get your hands on a Digital Native from Nine2Three as soon as possible; give us a call so that we can assist you to build you digital team capabilities.

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