



# TECH FLUENCY

**Want to turbo-charge your digital journey?  
Is 'digital' just buzz words without fundamental understanding?  
Need to shift mindsets and behaviours for real change?**

See digital technology through the eyes of a practical, hands-on innovator. Rapelang is an internationally lauded technology entrepreneur and intrapreneur. She reverse-engineers her 15+ years of experience in building tech companies, to unpack all things digital for non-tech professionals in a meaningful way. The real power of digital technologies is realized when domain experts build tech fluency and apply digital technologies in their respective fields to extract tangible business value.

# What is Tech Fluency?

Tech Fluency is about getting past the digital buzz words and understanding technology in simple, practical ways. It's about getting past corporate innovation theatre, perceiving technology as a black box, wanting to build an app for everything, or buy another mega-system to solve a problem that is not well understood. It's about seeing that technology is about breaking constraints to solve problems better. It's about having the presence of mind to unearth limiting assumptions and know which technology capabilities to apply to drive new revenue streams, reduce the cost to serve, enhance customer experience, and improve the employee experience.

**There are multiple components to Tech Fluency, mixed and matched according to your digital journey.**

## Technology Capabilities, not Tech Jargon

- Stop thinking, 'I need an app' or that technology is magic. Get past the black box.
- The real purpose of technology: breaking constraints and removing limitations to unlock a world of abundance
- Understand digital technology through the capabilities it makes possible. Drop unhelpful jargon like AI, IoT, Big Data. All tech fundamentally enables better decision making.
- Spot the underlying technology capabilities in digital products and services all around us
- Develop your skills to solve problems that technology hasn't solved. Match opportunities with capabilities.

## The African Promise

- Why and how are we here?
- Technological and macro-economic trends driving change
- The fast growth markets and multi-trillion dollar economy emerging on the continent
- Why Africa is the best place to innovate today to capture future value for your organisation

## The social and business outcomes and driving demand for technology capabilities

- Digital technology is breaking constraints for business outcomes and socio-economic ambitions we have always had
- Follow the human behaviours and objectives, to understand what is driving up the demand for more and more sophisticated digital technology
- Deep dive into some of our human ambitions: better decision making; good health; skilled workforce; enough food; financial inclusion; increased trade; safer, lower transaction costs; efficient, pervasive transport and logistics; essential infrastructure; cleaner, cheaper energy; greater productivity; richer collaboration and connection; narrowing the gap between physical and conceptual world
- Connect these ambitions to the underlying technology capabilities that will support their achievement

## The Innovator's Mindset

- Recognize how you see the world raise your level of awareness
- Crack through underlying assumptions and unconscious beliefs, let go of your emotional commitment to the 'way things are'. Don't get left behind.
- Authentic sources of innovation - seeing the value of your lived experience
- Reflection and experimentation are at the heart of growth and transformation, aided by the scientific method to test ideas
- To be creative, you have to be willing to be uncertain
- Those who prosper are not the smartest or luckiest, they are those who learn fastest. You can't move fast if you don't learn fast.
- Adopt an abundance mindset to create exponential value

## Shifting from technology to solution to business value

- Understand the difference between opportunities created by technology push and market pull
- Combining technology capabilities, human capabilities, and the innovator's mindset to break constraints and solve problems better than ever before
- Thinking through the entire customer's journey - from discovery to design to execution using human-centered design
- Tech Fluency is knowing which technology capabilities to use to break long-existing constraints
- The really hard steps in the customer's journey that can break most innovative ideas
- Build products not Powerpoints - use our Rapid Value Unlock framework based on design sprints and lean startup principles

## Innovation for inclusive economic growth

- Not all innovations drive inclusive growth - understand the different types of innovation
- The potential for market-creating innovations to create mega businesses in underserved markets
- A different type of capital to fund market-creating innovations
- The startup skills gaps to close to build the next generation of entrepreneurs
- Africans buying African innovations - the role of public sector and corporate buyers in accelerating technology absorption and shifting the continent towards technology consumption to production

# Got this sorted? Looking for the next step?

## Partner with Rekindle Digital for:

- Digital Advisory: digital strategy, roadmaps, and transformation path to achieve organizational agility and adaptability
- Cultural Transformation: employee engagement, new ways of work, remote worker management
- Rapid Value Unlock: design sprints for new product prototypes, devising new solutions to challenges; growth hacking in search of more revenue
- Digital Skills: digital awareness for teams to consume and use digital outputs, develop advanced digital to produce and manage digital platforms
- Digital Collaboration: get connected our large network of local and international digital innovators (400+) to source and implement new capabilities and fill internal gaps



“Rapelang was able to explain technology to our investment team without using buzzwords or jargon. Now we can break digital down, into capabilities businesses have been using long before digital, and appreciate how technology simply breaks constraints to do things more efficiently. The session with Rapelang has not only improved our tech fluency but has enriched our engagements with our portfolio companies in terms of how technology can be leveraged to enhance and/or enable their strategies.”

- *Mary Bombela, CEO of Mineworkers Investment Company*

“Rapelang Rabana was able to package advanced technical concepts and technologies, into framework that explains the underlying technology capabilities that are now available through digital capabilities and how professionals can leverage those capabilities to solve problems.”

- *Abu Addae, CEO of Lifecheq*



“Rapelang skilfully tackled the issue of digital transformation, looking at how digital technology can be used to enhance revenue, reduce costs, improve customer value proposition and how these changes will impact people, culture and ways of work.”

- *Basani Maluleke, CEO African Bank*

## About Rapelang Rabana

Technology’s endless potential has seen Rapelang’s childhood curiosity in the workings of the world, and her sheer belief in achieving better socio-economic outcomes comes full circle in her work. As a speaker, she passionately spreads this message of progress through innovation and her visionary insights continue to change the mindsets of organizations for increased adaptability and resilience. She is the Founder of Rekindle Digital and Rekindle Learning.

Rapelang was featured on the cover of Forbes Africa magazine before the age of 30, selected as a Fast Company Maverick, named Entrepreneur for the World by the World Entrepreneurship Forum, and selected as a Young Global Leader by the World Economic Forum. She holds a B.Bus.Sci (Computer Science Honours) and an M.Sc from the University of Cape Town.

More info: [www.rapelang.com](http://www.rapelang.com).

