

Encouraging Others to Adopt Technology

Introduction

In today's fast-changing world, technology can help your business grow, save time and increase profits. However, many girls and women are left behind in digital advances, hindering their potential. You can support changing this by encouraging others, whether employees, customers or community members, to embrace technology.

Many people resist new tools due to fear, lack of confidence or uncertainty about their benefits. However, as a woman entrepreneur, you have the power to influence others by making technology accessible, relatable and easy to use.

This guide provides practical strategies to help you introduce new technology and inspire those around you to adopt it confidently.

Lead by example

People are more likely to embrace new technology when they see it working successfully. By using technology yourself, you can demonstrate its benefits and set a positive example.

- **Use it in your own business:** If you're introducing digital payments, make a habit of using them and sharing your experience with employees and customers.
- **Be visible:** Show how technology makes daily tasks easier. For example, if you run a small shop, use inventory management apps and explain how they help you track stock efficiently.

Make it relevant and practical

People are more open to technology when they see how it directly benefits them.

- **Tailor your message:** Instead of discussing features, highlight practical benefits. If introducing mobile banking, emphasise that it saves time, reduces the risk of theft and allows faster transactions.

- **Solve real problems:** Identify common pain points and show how technology can address them. For example, if local customers struggle with transportation, introduce online ordering and delivery services.

Provide hands-on training

Many people resist technology simply because they don't know how to use it. Hands-on training helps build confidence.

- **Organise small workshops:** Whether it's how to use a business WhatsApp account or an e-commerce platform, hands-on training encourages participation.
- **Use simple language:** Avoid technical jargon and demonstrate step-by-step instructions.
- **Encourage practice:** Let people try the technology themselves. An employee or customer learning digital payments may need to practice a few transactions before feeling comfortable.

Address fears and concerns with empathy

People may have legitimate concerns about cost, security or complexity. Address these concerns with patience and reassurance.

- **Tackle security worries:** If people fear scams, teach them how to verify secure websites and protect passwords.
- **Highlight the benefits:** Highlight all of the safety features that technology offers, and how it may actually be safer than traditional methods. For example, if you have customers who are unsure about online payments, highlight the benefits of having security in payments instead of handling cash, which can easily be lost or stolen.
- **Provide reassurance:** Remind employees that technology is there to assist, not replace, their work.

Start small and build confidence

Introducing too many tools at once can feel overwhelming. Start with one simple technology and expand from there.

- **Introduce easy wins:** If employees have never used online banking, look for a local mobile money option.
- **Step-by-step approach:** Once someone masters one tool, encourage them to explore additional features.

Share success stories

People feel more comfortable with technology when they see others succeed with it.

- **Use real-life examples:** Share stories of fellow businesses or customers who benefitted from technology.
- **Highlight relatable experiences:** A market vendor who increased sales through Facebook marketing can inspire other vendors to try social media.

Create a support network

You can influence positive change in your community by encouraging other women entrepreneurs to use technology to support their businesses. This is easier to do when people can ask questions and share their experiences.

- **Form learning groups:** Create a WhatsApp group or meet regularly to discuss technology and share tips.
- **Encourage peer mentoring:** Pair experienced users with beginners for one-on-one support.

Highlight cost-effective options

One major barrier to technology adoption is cost. Show people how they can use technology affordably.

- **Leverage free tools:** Many platforms, such as WhatsApp, Google Docs and Facebook, offer free business tools.
- **Look for local initiatives:** Many local governments, business support organisations and NGOs provide free digital skills training.
- **Explore shared resources:** In some cases, businesses can share a computer or smartphone for essential digital tasks.

Partner with local tech experts

Sometimes, people trust outside experts more than peers when learning new skills.

- **Work with local training centres:** Many community organisations offer free or low-cost digital literacy programmes.
- **Invite guest speakers:** A local digital entrepreneur can inspire confidence in using technology.

Celebrate progress and encourage ongoing learning

Recognising small achievements can boost confidence and motivation.

- **Acknowledge effort:** Praise employees or community members who try new tools, even if they make mistakes.
- **Share milestones:** If a colleague successfully uses mobile banking for the first time, celebrate their achievement and encourage them to teach others.
- **Promote continuous learning:** Encourage exploration of new tools by sharing online tutorials, guides and webinars.

Final thoughts

Technology is a powerful tool that can open new opportunities for girls and women, businesses and communities. Many face many barriers in adopting technology, which can hinder their personal and professional growth, but you can help change this.

By making it accessible, practical and relevant, you can help others overcome their fears and embrace the benefits of digital tools. Whether through training, mentorship or simply leading by example, your efforts can create a ripple effect that fosters innovation, growth and empowerment.

By supporting one another, you can build a future where technology is not a barrier but a bridge to success.