

ONLINE  
MASTERCLASS

**JBS**  
JOHANNESBURG  
BUSINESS SCHOOL



# BRIDGING THE DIGITAL DIVIDE: REACHING THE MISSING MIDDLE

## Topics and themes

Over the last few months, we have seen an emergence of digital innovations from pivoting business models for business continuation during a pandemic, to digitalising business processes. However, has this improved the quality of life for everyone? Research shows that despite these efforts, there are still limitations of digitalisation in the African community. There exists a digital divide. Those who have access to digital have capitalised on the opportunities, however, others have been excluded or lack the basic tools to access the internet. Digitalisation is a key enabler that allows African citizens to participate in the digital economy, and especially empower women and the excluded (AU, 2020: 40). Failure to bridge the digital divide could risk becoming stagnant.

The webinar is aimed at business managers, entrepreneurs, and small-to-medium-sized business owners interested in constructing creative ways of reaching the missing middle. We shall look at practical ways to reach those who are excluded from participating in the digital-driven world.

## What will you learn?

### The webinar will cover the following topics:

- The missing middle
- Technology adoption vs diffusion model in society
- Digital innovations improving the quality of life
- Solutions to reaching closing the gap

## Faculty

**Philasande Sokhela** facilitates on innovation in marketing, trends in SMEs and entrepreneurial capacity development. His teaching cuts across a range of complementary disciplines that encompass digital marketing, brand management, entrepreneurship and the business of fashion. Philasande is passionate about developing entrepreneurial talent. His passion has led him to work with over 200 entrepreneurs in numerous township economy revitalisation initiatives in partnership with the Gauteng Department of Economic Development and the Gauteng Enterprise Propeller.

## Masterclass details

- Date: **11 June 2021**
- Time: **09:00 – 11:00**
- Online fee: **R350.00**



## Contact information

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