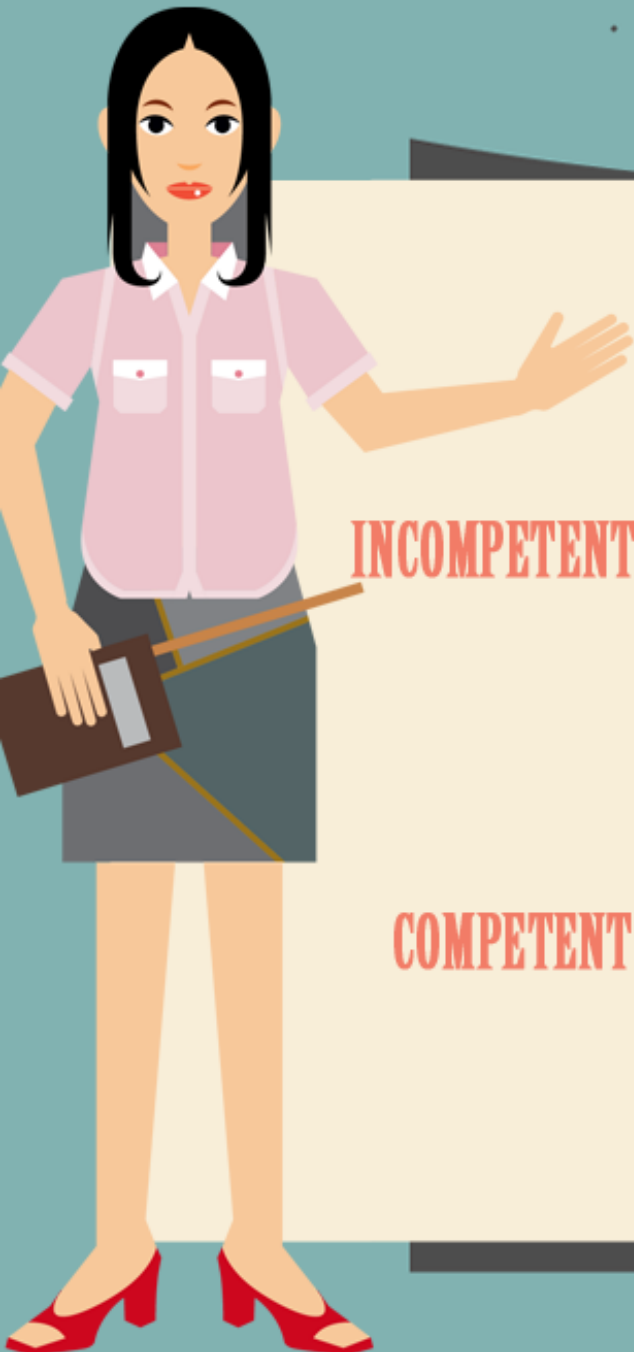


# LEVELS OF COMPETENCE

.....  
DIAGRAM  
.....



INCOMPETENT

## Unconscious

Not aware of a skill you lack

- ✦ Don't understand
- ✦ E20
- ✦ Seniors
- ✦ Low Trust
- ✦ Digital Exile

## Conscious

Aware that you lack a skill

- ✦ Live the solution
- ✦ Gen Y
- ✦ social Networks
- ✦ Digital Natives

COMPETENT

So skilled that you no longer have to even think about it

- ✦ Solve Problem
- ✦ Middle Mgrs
- ✦ Gen X
- ✦ IM over EMAIL
- ✦ Digital workers

Aware that you lack a skill

- ✦ Recognize problem
- ✦ Boomers
- ✦ Some trust
- ✦ Digital immigrants