

The background of the top half of the image is a solid red color. Overlaid on this red background are numerous semi-transparent, light red lanterns. Each lantern is spherical with a vertical crease down the middle and a tassel hanging from the bottom. Some of the lanterns have Chinese characters written on them in a traditional style. The lanterns are scattered across the frame, creating a textured, celebratory feel.

Christ Embassy Ojodu

LEVERAGING THE DIGITAL ECONOMY FOR FINANCIAL FREEDOM

FAITH OBAFEMI

OUTLINE

OUR POINTS OF DISCUSSION

Outcomes

Introduction

Definition of the Digital Economy

Digital Career Options

Digital Career Roadmap

Must Have Skills To Flourish In A Digital Career

Personal Case Study



Outcomes

At the end of this short talk, participants should be able to:

- **Define the digital economy**
- **Identify areas they can explore in the digital economy**
- **Identify how to leverage digital to accelerate their careers**
- **Get actionable steps guaranteed to bring results**



ECCLESIASTES 3:1

**"TO EVERYTHING THERE IS A
SEASON, AND A TIME TO
EVERY PURPOSE UNDER THE
HEAVEN"**

KJV

INTRODUCTION

We have evolved from the hunters and foragers of the agricultural age; to the inventors and labourers of the industrial age; and now, to the programmers and developers of the digital age. One thing is common with all these periods in history, only those able to adapt, could survive.

Different technologies make up the digital economy, most prominent at the moment being Artificial Intelligence, blockchain, IoT (Internet of Things), Virtual Reality, Augmented Reality, 3D and 4D printing, 5G technology, etc.



INTRODUCTION continued...

The economy of the digital age is the digital economy. Its tentacles are spread across all human activities and experiences. From the grandma in the village who sees her latest grandchild through video calls to the farmer making better planting choices from data obtained from the soil and satellites. No stone has been left unturned.

This is why today's talk is a double-edged sword. You can either use it to stake a new career path on the road less travelled or use it to accelerate growth on your current path.

Win-Win.



DEFINITION OF THE DIGITAL ECONOMY

While we all agree on what it means to be hungry, like I am now, there are very few things the world agrees on when it comes to definitions.

Amidst the numerous definitions of the digital economy, let's consider that found on Wikipedia:

“Digital economy refers to an economy that is based on digital computing technologies, although we increasingly perceive this as conducting business through markets based on the internet and the World Wide Web. The digital economy is also sometimes called the Internet Economy, New Economy, or Web Economy.”

IN A NUTSHELL, WHICH I ADOPT AS MY PERSONAL DEFINITION, ANY BUYING AND SELLING THAT INVOLVES DIGITAL IS THE DIGITAL ECONOMY.

According to Wikipedia: “The Digital Economy is worth three trillion dollars today. This is about 30% of the S&P 500, six times the U.S.’ annual trade deficit or more than the GDP of the United Kingdom.”

If that gets a “wow” from you, then my next sentence should make you scream “wawu!”

Huawei predicts that the digital economy will be worth \$23 trillion by 2025.





MATTHEW 9:17

“Neither do men put new wine into old bottles: else the bottles break, and the wine runneth out, and the bottles perish: but they put new wine into new bottles, and both are preserved.”

KJV



DIGITAL CAREER OPTIONS

As we have seen, the digital economy presents unlimited opportunities for those willing to leave their comfort zones.

New areas keep springing up daily, we will take a look at some in the new wine, new bottle section. For some of us already on a defined career path, you can accelerate your growth with the options in the old wine, new bottle section.



NEW WINE, NEW BOTTLE

Most of the items on this list are jobs you can work for remotely.



Analytics

Animations

Business/marketing strategy

Community Management

Content management and
curation

Copywriting and editing

Digital Forensics

Digital Marketing

Dropshipping

E-commerce

Email marketing

Games Development

Illustration

Interactive technology (such as
AI, VR, AR)

Internet Marketing

Kindle Publishing

Marketing automation

Mini Importation



NEW WINE, NEW BOTTLE

continued...



Most of the items on this list are jobs you can work for remotely.

Mobile marketing

Niche Blogging

Online Store

Online Courses

Project Management

Quality Assurance

Researcher

Search engine marketing (SEM)

Search engine optimization (SEO)

Social media

Telemedicine

Transcribing

UI/UX Designer


Video/audio production

Virtual Assistant

Voice Over Artist

Web development

Web design



OLD WINE, NEW BOTTLE

The point of this section is to open your mind to exploring future developments in your current career. Find time to take stock of where the ship of development is going and how you can board it.

For instance, are you a banker? You might want to explore FinTech (financial technology) and virtual currencies.

Doctors, pharmacists, nurses, would want to explore areas like TeleMedicine, and MedTech.



A Nigerian, Adebayo Alonge, recently won an international competition for startups (something similar to the OSCARS). Take home price was €100,000, that's over 40 million naira; and of course, other perks not made public. His startup was about detecting fake drugs using a scanner. There have been several twitter campaigns by Nigerians asking NAFDAC to use his product. Now, assuming they announce vacancies, they would definitely want to hire people with knowledge in MedTech.

Meet Adebayo Alonge, the Nigerian pharmacist who beat Tech startups from 119 countries to win the grand prize of €100,000

INEMESIT UDODIONG | Last Monday at 12:50 PM

Tell your friends



Adebayo Alonge is the Nigerian pharmacist who beat Tech startups from 119 countries to win the grand prize of €100,000.

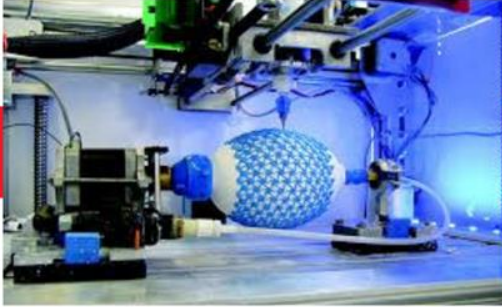


So, hope you get my point, find an emerging area, they are usually less crowded. Then explore how this emerging area can be applied in your current field. While you don't have to begin learning to programme like me, or getting headaches over the technical details, it is important you have a firm grasp of the basics and how the new area will impact your industry.

You can get started with the few mentioned below:



Old Wine, New Bottle



3D/4D PRINTING

Manufacturing technologies using specialized, computerized printers.



ARTIFICIAL INTELLIGENCE

This is intelligence displayed by computers because they have been programmed to think like natural intelligence.



AUGMENTED REALITY

An interactive technology that uses computer-generated perceptual information like visual auditory, etc., to augment real-world objects.

Old Wine, New Bottle



BLOCKCHAIN

Decentralized Ledger Technology (DLT) which is a digital ledger duplicated on different computers and not controlled by any one person or entity.



DRONES

Just think about them as flying robots, if you're a photographer or videographer, it is something you definitely want to check out.



MACHINE LEARNING

This is when computers use AI to learn on their own. It can be used literally anywhere, from healthcare to construction and education.

Old Wine, New Bottle



VIRTUAL REALITY

This is AI taken to another level, one gets completely immersed in a new world, stimulated through technology and complete with audio and visual inputs to create a complete reality.



PROVERBS 22:29

“Seest thou a man diligent in his business? he shall stand before kings; he shall not stand before mean men.”

J.K. ROWLING

DIGITAL CAREER ROADMAP

I can tell you for free that you can go hunting for jobs on LinkedIn, Indeed, WeWorkRemotely and co., however, just as the above passage says, if you follow the steps below, you will sure get better offers than those you were chasing. It happened to me. Please, specialize, so you can conserve and concentrate your resources. Being a jack of all trades will simply leave you frustrated and possibly broke.



DIGITAL CAREER ROADMAP

FIRST

Learn Learn Learn. I cant stress this enough. You have to LEARN before you can EARN.

SECOND

Build an online presence where you share with others what you're learning. Inevitably gradually building a reputation as a thought leader in your area of interest.

My top places to build an online presence are, in order of priority:
LinkedIn, Twitter, Instagram, Facebook and yes, WhatsApp.

DIGITAL CAREER ROADMAP

THIRD

Attend and speak at events solely devoted to your area of interest and also at general events. Network with others and ask questions where you need clarifications.

To find events to attend, you can utilize Eventbrite and Meetups

FOURTH

Find an opportunity to apply all you've learnt, even if it means pro bono.

FIFTH

Keep up to date by staying on top of the latest happenings. One way to do this is by subscribing to Google Alerts.



PROVERBS 24:3

**“By wisdom a house is built,
and through understanding
it is established.”**

NIV



PROVERBS 4:7

“The beginning of wisdom is this: Get wisdom. Though it cost all you have, get understanding.”

NIV

Must Have Skills To Flourish In A Digital Career

TECH SAVVY

It is important that you at least know how they work and can help with daily tasks.

COMMUNICATION

One special feature of a digital career is that your networking game goes global. This is where little things like being polite, writing out in full, and going straight to the point become important.

INFINITE DESIRE TO LEARN ALWAYS

The digital space is dynamic. Being a life-long learner is a habit anyone desiring a digital career must embrace. Because once you stop learning, you simply lose relevance in no time.

CRITICAL AND CREATIVE THINKING

The digital economy was able to grow to its current stage thanks to people solving the world's problem using critical and creative thinking.

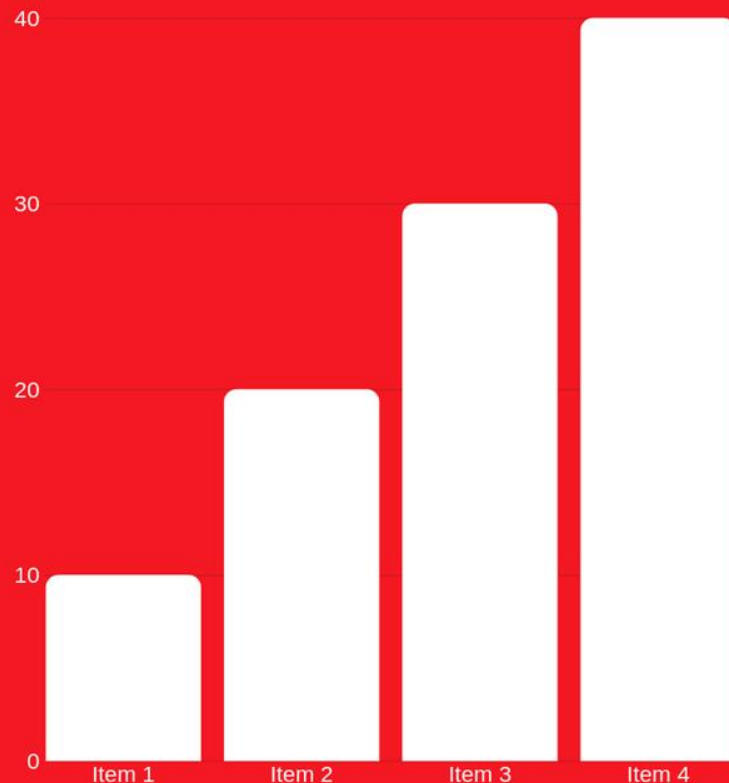
PERSONAL CASE STUDY

2017:

I was this broke lawyer sitting at home having to beg for credit from my younger brother.

2019:

I've rented and furnished a 2bed for myself, been featured in international magazines, spoken at events within and outside Nigeria, fully sponsored, and gotten scouted by a few big law firms.





I am still a lawyer, by the way, I don't even go to court. I didn't get a Masters or PhD. I didn't even get a job.

All that happened was me Leveraging the Digital Economy for Financial Freedom.



WHAT HAPPENED?

I hope you can do the same for yourself.



PHILLIPIANS 4:8-9

**“Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise, think on these things.
9. Those things, which ye have both learned, and received, and heard, and seen in me, do: and the God of peace shall be with you.”**

KJV

GOD BLESS!

www.faithobafemi.com

