

Enabling SME managers to
improve the digital wellbeing
of their employees



Introducing Digital Crossroads

Digital Crossroads is an Erasmus+ project bringing together partners from the United Kingdom, Denmark, Ireland and Germany. The overall goal of this project is to:

Enable SME managers to improve the digital wellbeing of their employees

Given the growth expectations of SMEs and strong public policy on the importance of digital technology, it is not surprising that business leaders are generally pro-technology. However, growing scientific evidence shows that the unconstrained use of digital devices can have negative consequences for businesses in terms of productivity and performance, and can impact employees' mental and physical health.

Although many large companies have started addressing digital overload and wellbeing within their policies, ***SMEs are, in most cases, still not putting digital health and wellbeing policies into place and very often have no plans to introduce them.***

The aim of Digital Crossroads is to design, develop and implement a new approach to train European SME managers in employee digital wellbeing.



Digital Crossroads activities and outcomes

Digital Crossroads will develop and create two practical resources for SME Managers and Business Advisors.

Who is the Digital Crossroads for?

- Digital Crossroads will target:
- SME Managers
- Entrepreneurship/Business Education Providers
- Education and Business Development Stakeholders
- SME Employers

Why do SMEs need help with managing digital wellbeing?

While many large corporations have HR/CSR policies promoting digital wellbeing, a recent study found that 82% of SME employers do NOT have any policies, nor any plans to introduce them. Research also shows that the issue is so new that currently, enterprise development or business training providers extremely rarely offer structured guidance on the topic: they too are unaware and unequipped.



1. Digital Wellbeing Pathway Creator

An interactive online tool for SME managers, enabling an evaluation of the strengths and weaknesses of their employee's digital wellbeing.



2. Digital Crossroads Training Programme

A complete set of learning objectives, training materials and case studies for SME Managers and Business Advisors, used to implement an in-company programme, and help prevent employee digital overload.

What is techno-stress and why is it a problem?

Techno-stress is a condition created by the impact of continual use of digital technology, and rising, unsustainable business expectations. It has been found to lead to worsened emotional wellbeing, poor work-life balance, and burnout.



Why do digital devices create stress?

Multi-tasking, constant notifications, and the "always on" culture of staying connected to work outside of working hours and on annual leave contribute to:

- Lowered concentration levels
- Decreased memory efficiency
- Reduced creativity
- Increased stress

Get involved

Look out for further information about Digital Crossroads, including ways in which you can get involved. To register your interest now, please email us at sanja@momentumconsulting.ie

A Digital Crossroads website is coming soon! In the meantime, stay up to date by connecting with us through our [Facebook](#) and [LinkedIn](#) pages.



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