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Digital **4** Business

Evolving your digital future

Hello!

Thank you for staying connected with the Digital4Business newsletter. It's been a busy start to the year across our community, and our journey in shaping the digital future continues with project news, fresh insights, and opportunities for growth in digital transformation and innovation.



Student Voices

Bridging the Gap Between Technology and Strategy



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Business
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**Student Voices: Luis Pereira on bridging
technology and strategy**

How do you move from solving technical problems day-to-day to shaping digital change at a strategic level?

In our first Student Voices feature, Luís Pereira shares why he applied to the Digital4Business Joint Professional Master's, what stood out in the first weeks, and how the programme is already influencing how he approaches processes, stakeholders, and impact at work.

[Read Luis's Story](#)

Student support spotlight: Employability

Webinars

A strong qualification can open doors, but in today's fast-moving job market, it's often the combination of skills and how you communicate them that helps you stand out.

That's why Digital4Business offers Employability Webinars as part of our student support: free, interactive sessions led by experienced professionals, focused on practical career skills you can use straight away.

In the series, students get guidance on:

- ✓ Building a stronger CV and LinkedIn profile
- ✓ Growing a professional network (without the awkwardness)
- ✓ Approaching interviews with more structure and confidence
- ✓ Translating digital transformation learning into business impact

[Discover our Employability Webinars](#)

News and articles from the Digital4Business team



Digital4Business Brussels Meeting

On 13 January, the D4B consortium reconvened in Brussels for the 2nd Interim Report EC Review Meeting with our Project Officer and Expert Reviewer.

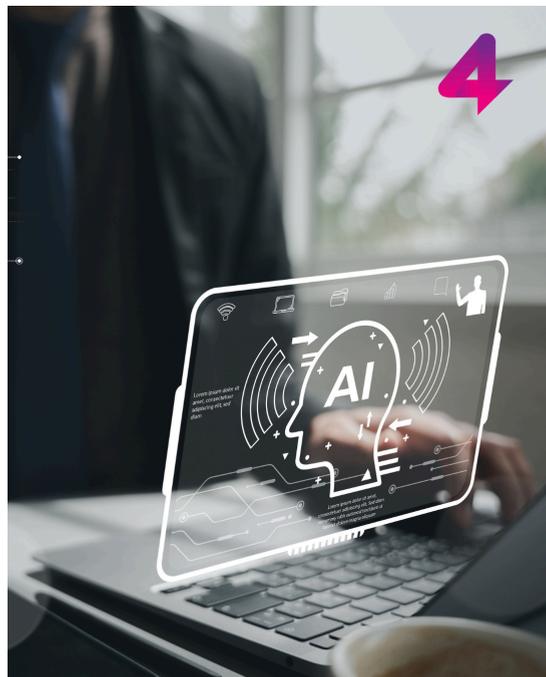
[Read our blog post](#)

The AI Skills Paradox

The faster AI evolves, the shorter the shelf life of any specific AI skill becomes. And it's forcing a fundamental rethink of what professional development actually means in 2025.

Discover why learning how to learn matters more than what you learn

[Read our blog post](#)



The Organisational Capability Crisis

McKinsey's State of Organisations 2026 report reveals a stark reality: 73% of companies report significant capability gaps when attempting to execute their strategic priorities. The widest gap? Digital transformation.

[Read our blog post](#)

Digital4Business

Mayor Street Lower, International Financial Centre
Services Centre, Dublin 1, Ireland
admin@digital4business.eu

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DIGITAL SKILLS**
DIGITALEUROPE PROGRAMME