### **Cheryl Johnstone, founder of Minding Kids, Dundee**

**Minding Kids creates resources and online tools to support childminders and other childcare providers in meeting legislation requirements and managing their childcare businesses**

### **Why did you decide to apply for the Digital Skills Programme? What did you hope it would help you with?**

I applied for the Digital Skills Programme which Elevator provided because I was beginning to feel stuck in my business. Progress with my website developers had been frustratingly slow, and I felt like I wasn’t moving forward. I hoped the programme would give me the boost I needed, helping me to learn new digital skills that would not only benefit me in the present but also assist with promoting and refining my new platform once it was ready. Additionally, I had lost some confidence in myself and my business, and I saw this as an opportunity to connect with others who could offer support and fresh perspectives.

### **How did you feel when you were selected to come along?**

I was absolutely delighted to be selected for the course! I felt excited at the prospect of meeting like-minded entrepreneurs and gaining fresh insights, but I was also a little nervous about what the course would involve.

### **How did you find the workshops? Which ones were most useful/enjoyable?**

The workshops were incredibly valuable. They struck a perfect balance between presentations, group discussions, and practical, hands-on activities. Being able to apply what we were learning right there and then, with guidance from experts, was a game changer. I particularly appreciated the tailored advice and examples specific to my business. The team’s insights helped me identify ways to save time, improve efficiency, and unlock new opportunities.

### **What do you think was the most helpful thing you learned?**

Discovering the endless potential of AI and learning how to automate tasks within my business has been transformative. I’m already using AI tools to check and enhance my work and to complete tasks much faster than before. There’s so much more I learned during the course, and I’m eager to explore and implement those ideas in the future.

### **How did coming on the Programme help you or your business?**

The programme has given me renewed confidence in both myself and my business. It encouraged me to reflect on what I’ve achieved so far and opened my eyes to the vast opportunities ahead. Spending time with experts and peers was invaluable, and I’ve built connections with people who will continue to support me on my journey.

### **What did you think of the team delivering the programme?**

The team was outstanding! Their knowledge, energy, and enthusiasm were inspiring. They tailored the content to suit everyone in the group, ensuring it was relevant to our individual businesses. They were also up-to-date with the latest trends and technologies, making the sessions both engaging and highly practical.

### **Did you make helpful connections with other attendees?**

Absolutely! The entire cohort connected really well, sharing ideas and supporting each other. It was comforting to relate to others who understand the challenges of being a busy entrepreneur juggling multiple tasks in a fast-paced, ever-changing environment. Many of us work alone, so having this shared experience was incredibly valuable, and I’m hopeful we’ll stay in touch moving forward.

### **What would you say to someone thinking of applying?**

Don’t hesitate—go for it! This programme offers a fantastic opportunity to gain valuable skills, meet talented individuals, and explore new ways to grow your business. The time you invest in attending will be more than worth it, as you’ll come away with fresh ideas, a renewed sense of confidence, and a clear path to unlocking greater potential for success.

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