

Module 1: Harness The Power of Social Media and Mobile

<p>Get Social on Social Media</p>	<p>Branding in social media Branding is the process of creating a brand identity, applying your brand identity to marketing and sales materials, or using your brand elements and guidelines on social media to make your company stand out. It helps your business stick in the minds of your target audience. A strong brand presence on social media:</p> <ul style="list-style-type: none"> ● Appears consistent ● Tells compelling stories ● Has a unique voice ● Stands out among the crowd <p>Brand awareness in social media Brand awareness is a social media metric that captures how likely people are to be aware of your brand. Here are ways to increase brand awareness in social media:</p> <ul style="list-style-type: none"> ● Understand your audience ● Prioritize platforms that perform ● Customize your social media content ● Create visual content ● Provide value with content ● Combine strategy and action ● Leverage social media trends ● Make influencer connections ● Use your social accounts ● Track your performance <p>Social media and its user audience There are several social media platform that can be used to raise brand awareness, such as:</p> <ul style="list-style-type: none"> ● Facebook ● Instagram ● Twitter ● LinkedIn ● Youtube
<p>Growing Your Online Community</p>	<p>Aspect to consider in building an online community</p> <ul style="list-style-type: none"> ● When going online, start with stories. It is very crucial, stories bring out the essence of what you are doing in the company. Online platforms can be very powerful to your stories. Use the free platform where we can leverage it with stories, content. ● Understand the concept of give-and-takes. Posting the stories online and giving stories to other people, it means you give someone's hope, an emotion. The more you give, one day you can take it in different forms. <p>Importance of growing online community to MSMEs</p> <ul style="list-style-type: none"> ● It is important to grow an online community that can help to achieve the mission. ● Adopting the digital activation and collaborate it with in person activity on growing the community <p>Tips to grow online community</p> <ul style="list-style-type: none"> ● To grow the online community organically is to always be very sincere and genuine by adding value to other people. ● Know your core values ● Think of the people we want to reach out to, mapping out which stakeholder that can help on growing the business, not only on the revenue side but also impact wise. <p>Ways to make your brand stand out among others Storytelling is the key to make your brand stand out among others. Here are few things that will help your branding standout:</p> <ul style="list-style-type: none"> ● Good caption ● Good photography ● Good presentation ● Communication culture <p>These are also few key questions that can help on building your brand:</p> <ul style="list-style-type: none"> ● What is your story? ● What are your values? ● What is your tool? <p>Storytelling and its benefits</p>

	<p>Storytelling is one of the things that our brand should consider. Being authentic with what we post, that's how you will differ from others.</p> <p>Other things to consider for branding besides social media Focusing on raising awareness about what we do and what we believe. The purpose is so the people will know about our organization better.</p> <p>Social media for branding Social media can be used in a different format for branding purpose, such as:</p> <ul style="list-style-type: none"> ● News letter ● Videos ● Online show ● User generated content
<p>Mobile-first Engagements</p>	<p>What is mobile-first engagement? Mobile-first engagement is a term used to describe the strategy of prioritizing the design and user experience of a website or application for mobile devices rather than desktop computers.</p> <p>Why adopt a mobile-first approach?</p> <ul style="list-style-type: none"> ● Mobile usage is on the rise. ● Mobile users have different needs. ● Mobile-first can improve search rankings. ● Mobile-first can lead to better conversions. <p>How to use mobile to engage customers?</p> <ul style="list-style-type: none"> ● Identify the right platforms for your target audience ● Create a seamless user experience for your customers ● Personalize the shopping experience <p>How to engage local or offline businesses via mobile?</p> <ul style="list-style-type: none"> ● Optimize your content for local searches ● Avoid one-channel engagement ● Offer a mobile app that is available offline



Social media is a powerful tool for building brand awareness and reaching a wider audience. However, with so many different platforms and strategies to consider, it can be challenging to know where to focus your efforts. This checklist is designed to help you on measuring your readiness on building brand awareness in social media. By following the steps outlined in this checklist, you can check your readiness level, so later on you can build a better brand awareness, and grow your business.

How to do the activity:

Step 1: Go through the **Researching Checklist Table**, **Publishing Checklist Table**, and **Mobile-first Engagement Approach Checklist Table**. Read carefully each line, then check off the ones you have completed as an MSME.

Step 3: Count how many items you checked off in each section and add up the scores for each section to get a total score.

Step 4: Look at the **Brand Awareness Scorecard** to see your level of readiness on building brand awareness in social media.

Step 5: Based on the reflection on the scorecard, check out **Brand Awareness Follow-up Actions Table** to find out what you should do next to bring your business to a global level.

Researching Checklist Table

Activity	Checklist
Identified the target audience and their behavior on social media	<input type="checkbox"/>
Determined the social media platforms that the target audience uses most often	<input type="checkbox"/>
Researched competitors to see what they are doing well on social media	<input type="checkbox"/>
Analyzed the content that performs best on each platform	<input type="checkbox"/>
Score	___/4

Publishing Checklist Table

Activity	Checklist
Developed a content strategy that aligns with research and goals	<input type="checkbox"/>
Created a social media content calendar to plan content in advance	<input type="checkbox"/>
Made sure content is visually appealing and mobile-friendly	<input type="checkbox"/>
Used relevant hashtags to increase visibility and engagement	<input type="checkbox"/>
Score	___/4

Mobile-first Engagement Approach Checklist Table

Activity	Checklist
Engaged with the audience on mobile devices through quick and easy interactions	<input type="checkbox"/>
Used short-form videos and other mobile-friendly content to capture attention	<input type="checkbox"/>
Responded to comments and messages in a timely manner to foster engagement and trust	<input type="checkbox"/>
Encouraged followers to share content on social media	<input type="checkbox"/>
Score	___/4

My brand awareness score is _____.

*Count the number of the checklist you checked above and divide by the total number of questions. Multiply by 100 to get your readiness score.

Brand Awareness Scorecard

Score	Description
90-100	You have a strong foundation for building brand awareness on social media, and are ready to take the next steps to grow your presence.
70-89	You have made progress in building brand awareness on social media, but there may be some areas where you need to improve before achieving your goals.
50-69	You have some work to do before you can successfully build brand awareness on social media. Consider addressing the areas where you lack guidance, experience, and information.
0-49	You have a lot of work to do before you can successfully build brand awareness on social media. Consider seeking the help of experts in social media marketing to guide your efforts.

Brand Awareness Follow-up Actions Table

Area for Improvement	Follow-up Action
Research	Conduct research on your target audience and competitors to gain insight and improve your strategy.
Content Creation	Create engaging and visually appealing content that resonates with your target audience.
Mobile Optimization	Optimize your content and social media channels for mobile viewing and engagement.
Engagement Strategy	Develop an engagement strategy that encourages user interaction and builds a sense of community.
Data Analysis	Regularly review analytics and adjust your strategy based on data to ensure you are meeting your goals.

***.A brand for a company is like a reputation for a person. You earn a reputation by trying to do hard things well.”
Jeff Bezos, Executive Chairman of Amazon***

Module 2: Sustainability and Climate Change Disruptors

<p>The Global and Local Sustainability Agenda</p>	<p>What are Sustainable Development Goals (SDGs)? The SDGs are the blueprint consisting of a series of 17 goals fixed by the United Nations and adopted by countries for a better and more sustainable future for all by 2030.</p> <p>How can you contribute to the SDGs?</p> <ol style="list-style-type: none"> 1. Understanding the SDGs. 2. Defining priorities. 3. Goal-setting 4. Integrating sustainability into the core business and governance and embedding targets across all functions 5. Report on and communicate the impact and progress made
<p>The Rise of the Environmentally Conscious Consumer</p>	<p>How to appeal to environmentally conscious consumers?</p> <ul style="list-style-type: none"> ● Implement sustainable practices. ● Use eco-friendly materials. ● Be transparent. ● Support environmental causes. ● Educate your customers. ● Be creative. <p>The benefits for MSMEs</p> <ul style="list-style-type: none"> ● Increased customer loyalty and repeat business. ● Improve your public image and reputation ● Attract new customers and potentially lead to an increase in sales. ● Help businesses reduce expenses and improve their bottom line. ● Differentiate yourself from your competitors and potentially gain a competitive edge.
<p>Benefits for MSMEs to Adopt Sustainable Approaches</p>	<p>Benefits to adopt sustainability approaches</p> <ul style="list-style-type: none"> ● Cost savings ● Increased efficiency ● Improved reputation ● Compliance with regulations ● Access to new markets ● Attracting and retaining employees <p>Initial steps to ensure MSMEs have the prerequisite expertise to offer a sustainability service</p> <ul style="list-style-type: none"> ● Build partnerships ● Gain experience ● Seek information ● Formalize commitment <p>Tips for MSMEs to find opportunities and reap benefits through their adoption of sustainability</p> <ul style="list-style-type: none"> ● Identify new potential revenue streams ● Apply for programmes that help offset the costs of going green ● Explore internationalization opportunities ● Implement both digital and offline sustainability practices ● Set quantifiable goals and clear metrics for sustainability



The United Nations has set 17 Sustainable Development Goals (SDGs) to address the world's most pressing social, environmental, and economic challenges by 2030. In this activity, you will assess how well your business reflects the SDG approach by answering a series of action-based questions. This will help you identify areas where you can align your practices with the SDGs and contribute to a more sustainable future.

How to do the activity:

Step 1: Review each action on the **Evaluating Your Business's Alignment with the SDGs Checklist** and indicate whether your business has implemented it, is working on it, or has not yet started it.

Step 2: Once you have completed the checklist, calculate your **SDG's Alignment Score** by adding up the number of actions that your business has implemented or is working on.

Step 3: Use the **SDG's Alignment Scorecard** to interpret your score and identify areas where you can improve your alignment with the SDGs approach.

Evaluating Your Business's Alignment with the SDGs Checklist

SDGs	Action	Checklist
	Do you have a clear poverty reduction strategy in place for your business?	<input type="checkbox"/>
	Do you ensure fair compensation for your employees and suppliers to reduce poverty?	<input type="checkbox"/>
	Do you have any initiatives to reduce food waste or support local food production?	<input type="checkbox"/>
	Do you have any programs to provide food aid or support to communities in need?	<input type="checkbox"/>
	Do you have a health and safety policy for your employees and customers?	<input type="checkbox"/>
	Do you provide any benefits or support for mental health and well-being?	<input type="checkbox"/>
	Do you provide any training or educational programs for your employees?	<input type="checkbox"/>
	Do you support education initiatives in your community?	<input type="checkbox"/>
	Do you have a gender equality policy in place?	<input type="checkbox"/>
	Do you ensure fair pay and equal opportunities for all genders in your business?	<input type="checkbox"/>
	Do you have any initiatives to reduce water consumption or improve water quality?	<input type="checkbox"/>
	Do you provide clean and accessible facilities for your employees and customers?	<input type="checkbox"/>
	Do you have any initiatives to reduce your energy consumption or switch to clean energy sources?	<input type="checkbox"/>
	Do you provide any incentives or support for your employees and customers to use clean energy?	<input type="checkbox"/>

 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	Do you provide fair wages and working conditions for your employees?	<input type="checkbox"/>
	Do you support local economic growth and employment opportunities in your community?	<input type="checkbox"/>
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	Do you have any initiatives to reduce waste and promote sustainable production methods?	<input type="checkbox"/>
	Do you support local innovation and infrastructure development in your community?	<input type="checkbox"/>
 <p>10 REDUCED INEQUALITIES</p>	Do you have a policy in place to prevent discrimination and promote inclusion in your business?	<input type="checkbox"/>
	Do you provide any support or services for marginalized or disadvantaged communities?	<input type="checkbox"/>
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	Do you have any initiatives to reduce your business's environmental impact on the local community?	<input type="checkbox"/>
	Do you support sustainable urban development and community initiatives in your area?	<input type="checkbox"/>
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	Do you have a sustainability policy in place for your business?	<input type="checkbox"/>
	Do you have any initiatives to reduce waste or promote sustainable production methods?	<input type="checkbox"/>
 <p>13 CLIMATE ACTION</p>	Do you have any initiatives to reduce your business's carbon footprint or greenhouse gas emissions?	<input type="checkbox"/>
	Do you support local climate action initiatives or environmental protection efforts?	<input type="checkbox"/>
 <p>14 LIFE BELOW WATER</p>	Do you have any initiatives to reduce your business's impact on marine life and water ecosystems?	<input type="checkbox"/>
	Do you support local marine conservation and protection efforts?	<input type="checkbox"/>
 <p>15 LIFE ON LAND</p>	Do you have any initiatives to reduce your business's impact on land ecosystems and wildlife?	<input type="checkbox"/>
	Do you support local land conservation and protection efforts?	<input type="checkbox"/>

 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	Do you have a code of conduct and ethics policy in place for your business?	<input type="checkbox"/>
	Do you support local justice and institutional reform initiatives in your community?	<input type="checkbox"/>
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	Do you collaborate with other businesses, organizations, or government institutions to promote sustainable development goals?	<input type="checkbox"/>
	Do you support local community initiatives and partnerships that align with sustainable development goals?	<input type="checkbox"/>
Score		_____/17

My SGD's Alignment score is _____.

*Count the number of the checklist you checked above and divide by the total number of questions. Multiply by 100 to get your score.

SGD's Alignment Scorecard

Score	Description
90-100	Your business is making a significant effort to promote sustainable development goals and aligns well with the SDG approach.
70-89	Your business is on the right track, but there are areas where you can improve to better align with the SDG approach.
50-69	Your business has some work to do before fully aligning with the SDG approach. Consider addressing the areas where you lack guidance, experience, and information.
0-49	Your business has a long way to go

Sustainability is not a goal to be reached but a way of thinking, a way of being, a principle we must be guided by.
Giulio Bonazzi, Chairman Aquafil Group

Module 3: Practical Fintech and IR 4.0 Applications

<p>Navigating Industry 4.0 for MSMEs</p>	<p>Why should MSMEs adapt to Industry 4.0?</p> <ul style="list-style-type: none"> ● Improved efficiency and accuracy ● Increased competitiveness ● New revenue streams ● Compliance with industry standards <p>Steps to navigate Industry 4.0</p> <ul style="list-style-type: none"> ● Stay informed ● Assess your needs ● Seek out resources ● Invest in training <p>Four aspects of digitalization to take note of</p> <ul style="list-style-type: none"> ● Business model ● Product ● Process ● Organization
<p>Supply Chain Innovation</p>	<p>What is innovation in supply chain management? Improvements in the way that supply chains operate, and more specifically, in the way that products, information, work, and funds flow (and are temporarily stored) throughout supply chains, and ultimately meet future economic, environmental and social requirements, i.e. “people, planet, profit” oriented.</p> <p>Five key elements of supply chain management</p> <ul style="list-style-type: none"> ● Planning ● Sourcing ● Manufacturing ● Delivery ● Returns <p>Types of supply chain innovation</p> <ul style="list-style-type: none"> ● Planning: advanced planning and scheduling (APS) softwares like SAP IBP and JDA Software ● Sourcing: ERP softwares such as SAP Business One and Amazon Web Services ● Manufacturing: Manufacturing Execution System (MES) softwares such as IQMS and Dassault Systèmes DELMIA. ● Deliver: efficient logistic management system, such as SAP Logistics Execution, equipped with robust delivery channels. ● Returning: return management software, such as SAP Return Management and Oracle Reverse Logistics. <p>Benefits that MSMEs can realize through supply chain innovation</p> <ul style="list-style-type: none"> ● Optimizing the flow of goods and materials through the supply chain ● The implementation of new technologies and processes can streamline operations and improve efficiency. ● A well-managed supply chain can help businesses deliver products and services to customers more quickly and reliably, leading to improved customer satisfaction. ● By adopting supply chain innovations, businesses can differentiate themselves from their competitors and potentially gain a competitive edge.
<p>Fintech Tools and Applications for MSMEs</p>	<p>How fintech helps SME to thrive on resilience</p> <ul style="list-style-type: none"> ● Access to funding ● Payment processing ● Accounting and invoicing ● Real-time insights ● Security ● Automation <p>Ways to use fintech to help your business grow, scale up, and thrive.</p> <ul style="list-style-type: none"> ● Small business loans ● More ways to pay ● Account management ● Invoice from anywhere, anytime <p>The most important factors you need to consider when choosing a fintech for your business</p> <ul style="list-style-type: none"> ● Bundling of services ● Pricing

	<ul style="list-style-type: none">• Customer support• Multiple currencies• Jurisdiction• Paperwork• Security and data protection
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This activity is designed to help you assess your level of readiness to apply practical Fintech and Industry 4.0 solutions in your business. By completing this checklist, you'll be able to identify areas where you may need to improve and take action to enhance your business performance. This activity consists of three areas: practical Fintech applications, supply chain innovation, and navigating Industry 4.0. Follow the instructions and complete the checklist to see where your business stands and what steps you can take to move forward.

How to do the activity:

Step 1: Go through the **MSMEs' Guide to Adopting Fintech and Industry 4.0 Checklist** and mark each item that your MSME has already implemented.

Step 2: Count the checked checkboxes, then divide by ten and multiply by 100 to get your **Fintech Adoption Score**.

Step 3: Use the **Fintech Adoption Scorecard** to assess your MSMEs readiness to adopt practical fintech and Industry Revolution 4.0 applications, as well as supply chain innovation and navigating Industry 4.0.

Step 4: Identify areas for improvement and develop an action plan to address them.

MSMEs' Guide to Adopting Fintech and Industry 4.0 Checklist

Activity	Yes
Do you develop a website and ensure it is mobile responsive?	<input type="checkbox"/>
Do you implement digital payment options for customers?	<input type="checkbox"/>
Do you use fintech to help your business grow, scale up, and thrive?	<input type="checkbox"/>
Do you train employees on how to use technology effectively in their roles?	<input type="checkbox"/>
Do you implement cybersecurity measures to protect business and customer data?	<input type="checkbox"/>
Do you explore and implement emerging technologies that can enhance business operations and customer experience, such as AI, IoT, or blockchain?	<input type="checkbox"/>
Do you implement a digital supply chain management system to track inventory, streamline processes, and reduce costs?	<input type="checkbox"/>
Do you use big data analytics to optimize production processes and improve decision-making?	<input type="checkbox"/>
Do you implement sustainable practices in the supply chain to reduce environmental impact and increase social responsibility?	<input type="checkbox"/>
Do you develop an innovation strategy to stay up-to-date with the latest technology trends and opportunities?	<input type="checkbox"/>
Score	___/10

My fintech adoption score is _____.

*Count the number of the YES you checked above and divide by the total number of questions. Multiply by 100 to get your score.

Fintech Adoption Scorecard

Score	Description
90-100	Your business is highly prepared to leverage fintech and Industry 4.0 applications to improve operations and stay competitive.
70-89	Your business is on the right track, but there may be some areas where you need to improve to fully leverage fintech and Industry 4.0 applications.
50-69	Your business has some work to do before it can fully leverage fintech and Industry 4.0 applications. Consider addressing the areas where you lack guidance, experience, and information.
0-49	Your business has a lot of work to do before it can fully leverage fintech and Industry 4.0 applications. Consider seeking the help of experts to guide your efforts and investment.

“The Fourth Industrial Revolution is not just about technology or business. It’s about society.”
Joe Kaeser, President and Chief Executive Officer of Siemens AG

Module 4: Business Strategies in the 21st Century

<p>Diversity and Inclusivity</p>	<p>A diverse company and inclusive team Diversity and inclusion given an angle of innovation, especially on more innovative and functional product, it can be done by focusing on:</p> <ul style="list-style-type: none"> ● Livelihood for women ● Providing employment for all women team ● Employing marginalize team members <p>Advantages of having a diverse company and inclusive team in the context of business performance and growth</p> <ul style="list-style-type: none"> ● Different background and perspectives ● Engage with clients in a different way, different solutions and needs in day to day basis <p>Challenges as business owner</p> <ul style="list-style-type: none"> ● Discrimination of people with special needs ● Embracing difficulties and view it as a learning opportunity ● Focusing on the likes not on the dislikes ● Focus on the ability, not the disability <p>Strategy on how to create a gender inclusive working culture</p> <ul style="list-style-type: none"> ● Gender inclusivity ● Flexible working arrangements ● Ensuring equal pay ● Career development ● Fostering open communication <p>Strategies on creating diversity and inclusivity</p> <ul style="list-style-type: none"> ● Know the capabilities of your team ● Help each other to feel that their experiences are valid and valuable ● To teach, step up, and empower the experiences
<p>Talent Attraction & Retention Through Brand Value Alignment</p>	<p>Practices that employers in ASEAN MSMEs can implement to attract and retain top talent</p> <ul style="list-style-type: none"> ● Competitive compensation and benefits ● Employee development and training ● Flexible working arrangements ● Employee engagement and recognition ● Diverse and Inclusive culture ● Employee retention program ● Employee referral program ● Use of technology <p>Key practices that top ASEAN brands may use to build their internal and corporate brands</p> <ul style="list-style-type: none"> ● Strong and consistent messaging ● Employee engagement ● Strong leadership ● CSR activities ● Reputation management ● Alignment with company's values ● Innovation and adaptability <p>Strategies for MSMEs to succeed in talent attraction</p> <ul style="list-style-type: none"> ● Develop a strong employer brand ● Invest in employee development ● Foster a positive work culture ● Develop a strong brand identity ● Build a reputation for excellence ● Use innovative technology ● Leverage data and analytics
<p>Leveraging ESG's for Enhanced Access to Financing</p>	<p>What is ESG?</p> <ul style="list-style-type: none"> ● The E in ESG stands for environmental criteria, which include the energy your company takes in and the waste it emits, such as solar energy consumption and carbon emission, the resources it needs, and the consequences of the consumption and emission for the climate. ● S, which is the social criteria, addresses the relationships your company has and the reputation it fosters with people and communities, either in the form of labor relations, diversity, or inclusion.

	<ul style="list-style-type: none">● G, which stands for governance, is the internal system of practices, controls, and procedures your company adopts to govern itself, make effective decisions, comply with the law, and meet the needs of external stakeholders. <p>Strong ESG = More compelling</p> <ul style="list-style-type: none">● Facilitate top-line growth● Reduce cost● Minimize regulatory and legal intervention● Uplift productivity● Optimize investment and capital expenditure <p>Strong ESG = More access to financing</p> <ul style="list-style-type: none">● Attract socially responsible investors● Improve credit ratings● Access new financial products and markets
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In today's rapidly changing business landscape, it's important for organizations to keep up with the latest strategies to stay competitive. This activity is designed to help you assess your organization's readiness in three key areas: diversity and inclusivity, talent attraction and retention, and leveraging ESG's for enhanced access to financing. For each area, you'll be asked to rate the level of difficulty your organization faces in implementing relevant strategies.

How to do the activity:

Step 1: Review the checklist for each of the three key areas: **diversity and inclusivity**, **talent attraction and retention**, and **leveraging ESG's for enhanced access to financing**.

Step 2: For each item on the checklist, rate the level of difficulty your organization faces in implementing the strategy using the **Scorecard ESG Table**.

Key Area 1: Diversity and Inclusivity

Challenges	Level of Difficulty				
	1	2	3	4	5
Develop a diversity and inclusion policy					
Provide diversity and inclusion training for employees					
Set diversity goals for recruitment and retention					
Create a diverse and inclusive company culture					
Foster an inclusive work environment where everyone feels valued and respected					

Key Area 2: Talent Attraction & Retention Through Brand Value Alignment

Challenges	Level of Difficulty				
	1	2	3	4	5
Define your company values and brand					
Evaluate your company's talent needs					
Attract and retain talent by aligning your company's values and brand with employee values					
Develop and implement a comprehensive employee retention plan					
Regularly assess and review your talent attraction and retention strategies					

Key Area 3: Leveraging ESG's for Enhanced Access to Financing

Challenges	Level of Difficulty				
	1	2	3	4	5
Identify key ESG issues relevant to your business					
Develop an ESG strategy that aligns with your business goals					
Implement sustainable business practices that align with your ESG strategy					
Report on your ESG performance to key stakeholders					
Use ESG performance to enhance access to financing					

Scorecard ESG Table

Level	Description
Level 1	Basic knowledge or skills required, the tasks are relatively simple and require only basic knowledge or skills.
Level 2	Some experience or skills required , the tasks are more complex and require some experience or skills to complete.
Level 3	Intermediate knowledge or skills required, the tasks are more challenging and require a higher level of knowledge or skills to complete.
Level 4	Advanced knowledge or skills required, the tasks are very challenging and require a high level of knowledge or skills to complete.
Level 5	Expert knowledge or skills required, the tasks are extremely challenging and require an expert level of knowledge or skills to complete.

“Strategy is about making choices, trade-offs, it’s about deliberately choosing to be different.”

Michael Porter, American Academic