

MADE SMARTER

Made Smarter West Midlands Digital Management and Leadership Programme

Whatever you make, make it smarter.

www.madesmarterter.uk



dudley
Your Building Society

Coventry
University 

In partnership with Coventry University and Dudley Building Society

Introduction

Made Smarter is a national movement to drive growth amongst UK makers and advance the UK economy. Backed by world-renowned businesses and the UK government, it is intended to improve the development and adoption of emerging technologies, making a real, everyday difference to people from the boardroom to the factory floor.

Made Smarter was formed following a nationwide review into UK manufacturing that recommended three key changes:

- More ambitious leadership.
- More innovation in developing new technologies.
- Faster implementation and adoption of those technologies.

We'll be boosting the digital skills of industry leaders, bringing businesses and research development together to develop new technology, and helping makers embrace new digital tools.

In doing so, we'll inspire the next industrial revolution and make the UK a leader in digital technologies.

"At its core Made Smarter will be helping local manufacturing businesses to innovate, creating new opportunities and technologies in the process. It's a hugely exciting time and I believe this is truly a once in a generational opportunity to boost productivity and create the high value, highly paid jobs of the future."

Juergen Maier CBE, Co-Chair of Made Smarter UK

Made Better. Made Stronger. Made Smarter.





Who is eligible to take part in the Made Smarter programme?

- Manufacturing and Engineering sector businesses.
- Small or medium-sized enterprise with fewer than 250 employees.
- Businesses with a turnover of less than £50 million, or a balance sheet total of less than £43 million.
- Trading in the West Midlands -Coventry & Warwickshire, Greater Birmingham & Solihull, Shropshire and Herefordshire, Stoke & Staffordshire, The Black Country and Worcestershire.
- Standard state aid/de minimis requirements

About the Programme

The course will be delivered by Made Smarter partners Coventry University, who are experts in this field. The programme is valued at £2,500, however the training is subsidised through Made Smarter, so the cost for your business is reduced to only £500 per delegate.

With our Made Smarter leadership skills training we'll help you discover new and innovative ways of developing and managing your people.

30 hours of learning will help you to transform your business, enhance value creation, create efficiencies and engage your employees to deliver better results.



What you can expect from the programme?

- 12.5 hours of facilitator-led sessions.
- 17.5 hours of self-learning.
- Round table discussions.

Topics Covered:

- Marketing
- Team engagement
- Productivity
- Style/visioning/purpose
- Change management
- Onboarding
- People
- Agile methodology
- Other LEAN tools

“Managers are people who do things right and leaders are people who do the right thing. Both roles are crucial, and they differ profoundly. I often observe people in top positions doing the wrong things well.”

Warren Bennis



The Programme/Agenda

Session 1

December 7 - Face to Face - 90 minutes

Time: 4:30pm to 6pm

Ice Breaker Session

- Key areas where digital can make a difference
- Marketing
- Business resilience and sustainability
- Productivity
- Round Table discussions - Identifying the project that is going to make the biggest difference in your company.

Self-directed learning 1

150 minutes Delegates to identify potential digital needs in their business, for working on throughout the programme. This is to identify strands for the rest of the programme.

Session 2

December 14 - Virtual - 90 minutes

Time: 4:30pm to 6pm

Specifying a project

How to ensure a seamless translation of the programme into growth activities.

- Specifying a project
- How to assess need (PESTLE/SWOT/Ansoff Matrix)
- How to consult and create team engagement
- How to write a specification

Self-directed learning 2

150 minutes Delegates to identify a digital need in their business for them to work on throughout the programme.

Session 3

January 11 – Virtual - 90 minutes

Time: 4:30pm to 6pm

Leadership

Leadership styles required to drive the digital change.

- Leadership style
- Employee engagement
- Visioning/purpose "The Why"

Session 4

January 25 – Face to Face - 90 minutes

Time: 4:30pm to 6pm

Change Management - reviewing plans

How to manage the whole change process

- Change management
- Change curves
- Planning for change
- Coaching

Self-directed learning 3

150 minutes Delegates to identify and research the leadership styles required to manage their business' digital transformation.

Self-directed learning 4

150 minutes Delegates to identify the change style required to manage their business' digital transformation.

Session 5

February 8 – Virtual - 90 minutes

Time: 4:30pm to 6pm

Change Process - reviewing plans

- Onboarding
- Business Model Canvas
- Sustaining change

Session 6

February 22 - Virtual - 90 minutes

Time: 4:30pm to 6pm

Project Management – reviewing plans

A session focussed on the theory and practice of digital change, and lean tools.

- Project management
- Tools
- People
- Agile methodology
- 5 'Why's' and other lean tools

Self-directed learning 5

150 minutes Delegates to identify opportunities for onboarding and sustaining change, and gain confidence in using Business Model Canvas to operationalise digital change.

Self-directed learning 6

150 minutes Delegates to discuss what they have learnt with colleagues in their business and explore opportunities for growth.

Session 7

March 7 – Face to Face - 90 minutes

Time: 4:30pm - 6pm

Workshop - reviewing plans

A session focussed on translating theory into practice.

Self-directed learning 7

150 minutes Delegates to explore with colleagues the next steps for their business.

Session 8

March 21 – Face to Face - 120 minutes.

Time: TBC

Celebration and what's next?

All face to face sessions will be held at:

Black Country Innovative Manufacturing Organisation
(BCIMO)

Very Light Rail National Innovation Centre
Zoological Drive

Dudley

DY1 4AW

Sat Nav Postcode: DY1 4AL

