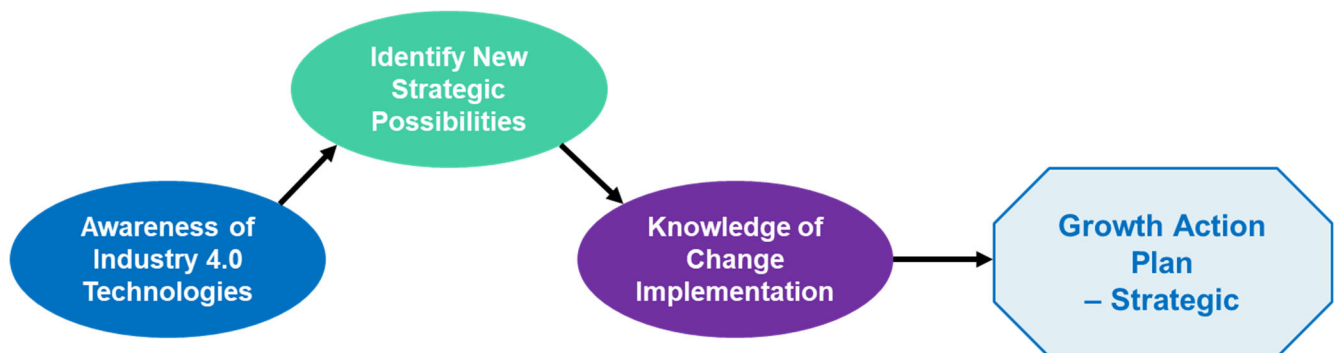


# Made Smarter: Digital Manufacturing Leadership

## *Enabling Senior Leaders to Unlock Strategic Growth*

*Successful change is notoriously difficult to achieve and over 70% of change projects fail to meet their objectives. This course will significantly improve your chances of digital success. It will give you the skills, confidence and network to refresh your business strategy and grow your business through the adoption of digital technologies.*



### Course Outcomes

You will develop the leadership skills and mindset to create your Strategic Growth Action Plan by:

- Gaining a solid awareness of Industry 4.0 technologies
- Developing your technology-enabled business strategy and
- Creating your strategic change plan to take people with you and realise the target growth benefits

You'll find the tutors to be engaging, skilled and passionate about your development and your firm's growth. They are specialists in their field, with lots of industry experience, and are highly skilled working with adult professionals.

The other participants on the course will be an invaluable source of support, challenge and inspiration.

The course is complimentary to the other services provided through the Yorkshire & Humber Made Smarter programme and can be used to validate and justify technology adoption initiatives and capex grants.

Overall, it is an excellent, funded way to review and enhance your firm's growth strategy through technology-adoption. It has been designed to drive maximum outcomes from a relatively small time commitment.

### Eligibility & Funding

The course is **fully funded** for senior or emerging leaders in Yorkshire and Humber-based small or medium-sized business. You will need to commit to attend the whole course and undertake the required project work to develop your firm's strategic growth plan.

Please note that there is no requirement for you to have attended university or gained qualifications. Also, we are keen to receive applications from females and people in marginalised communities.

"This programme can make a big difference to the success of your digital journey."  
Dr. Marshall Booth, Andel Ltd.

## Course Practicalities

The programme has been designed to fit around your existing work and personal commitments and comprises 7 in-person and online workshops over approximately 9 weeks.

	Workshop Title	Benefit	Hours	Location
1	<b>Strategic Focus</b>	You will review your firm's future direction and identify strategic options for growth using Industry 4.0 technologies.	2 x 6 hours	Regional location TBC
2	<b>Change Leadership</b>	This workshop will enable you design your implementation plan to maximise your intended benefits. It will explore models for organisational change as well as strategies to bring teams with you on the journey.	2 x 6 hours	Regional location TBC
3	<b>Showcase Visit</b>	This visit will give you insights into how an exemplar firm adopted Industry 4.0 for business growth.	3 hours	Site Visit TBC
4	<b>Artificial Intelligence</b>	In this module you will learn about AI as a market disruptor and as a mechanism for productivity and growth.	2 hours	Online (Teams)
5	<b>Industry 4.0</b>	Workshop 5 will demystify Industry 4.0 technologies at a practical level. Participants' interests will shape the focus of the day.	6 hours	Sheffield Hallam's Manufacturing Engineering Labs
6	<b>Financial &amp; Benefits Planning</b>	Here you will learn how to create a compelling business case and learn the essentials of benefits management and realisation.	2 hours	Online (Teams)
7	<b>Implementation Review</b>	The final workshop will give everyone the opportunity to report on progress and key learnings and establish a firm footing for future developments.	3 hours	Online (Teams)

You'll also receive two personalised, one-hour online consultations with your Development Consultant and four 2-hour post-course Progress Review workshops.

Our teaching approach is highly applied and we'll be working with you on your strategic project as the course proceeds. Our aim is to help you to learn about select concepts and models so you can apply them to your business in a practical manner.

## Next Steps to Growth

Places are limited - why not reach out to your Business Relationship Manager today. You can also register here - <https://www.madesmarter.uk/yorkshire>

Region	Business Relationship Manager	Email	Phone
<b>Hull &amp; East Yorkshire</b>	Les Selby	<a href="mailto:l.selby@heybusinessgrowthskillshub.com">l.selby@heybusinessgrowthskillshub.com</a>	07562 910840
<b>York &amp; North Yorkshire</b>	Mike Pennington	<a href="mailto:mike.pennington@ynygrowthhub.com">mike.pennington@ynygrowthhub.com</a>	07919 222395
<b>West Yorkshire</b>	Nick Edwards	<a href="mailto:nick.edwards@westyorks-ca.gov.uk">nick.edwards@westyorks-ca.gov.uk</a>	0113 348 1555
<b>South Yorkshire</b>	Vernon Tolson	<a href="mailto:vernon.tolson@southyorkshire-ca.gov.uk">vernon.tolson@southyorkshire-ca.gov.uk</a>	07919 111375

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