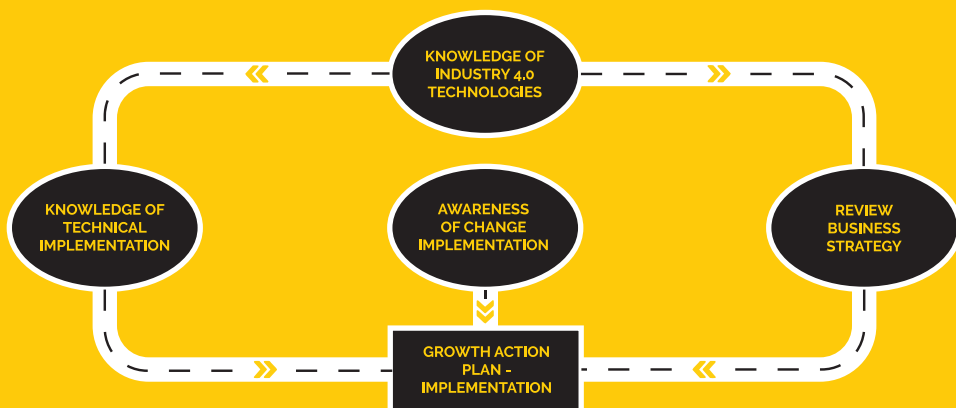


# Empowering Digital Champions to Drive Business Growth

Change is hard, over 70% of initiatives fall short. **This course equips Digital Champions with the skills, confidence, and community to successfully drive digital adoption and business growth.**



## Course Outcomes

- Build leadership skills to create your Implementation Growth Action Plan
- Understand Industry 4.0 technologies and adoption challenges
- Align tech adoption with your firm's strategic direction
- Develop a plan to realise growth benefits

Led by expert tutors and supported by a network of peers, this funded course complements the Yorkshire & Humber Made Smarter programme and helps validate tech investments and capex grants. **High impact. Low time commitment. Big results.**

## Eligibility & Funding

This fully funded course is open to current and aspiring Digital Champions in Yorkshire & Humber-based SMEs. To qualify, you must attend all sessions and complete a project to develop your firm's implementation plan. Limited places available for cohorts starting in November, December and January. No formal qualifications required. We welcome applications from women and marginalised communities.

## Course Practicalities

The programme has been designed to fit around your existing work and personal commitments and comprises **6 in-person and online workshops over approximately 8 weeks.**

### Workshops:

**1**

#### Change Leadership

In this workshop you will learn how to review your firm's strategic direction and its change implementation plans. **2 x 6 hours | Regional Location (TBC)**

**2**

#### Showcase Visit

This visit will give you insights into how an exemplar firm adopted industry 4.0 for business growth. **3 hours | Site Visit (TBC)**

**3**

#### Artificial Intelligence

In this module you will learn about AI as a market disruptor and as a mechanism for productivity and growth. **2 hours | Online (Teams)**

**4**

#### Industry 4.0

This workshop will demystify Industry 4.0 technologies at a practical level. Participant's interests will shape the focus of the day. **2 x 6 hours | Sheffield Hallam's Manufacturing Engineering Labs.**

**5**

#### Financial & Benefits Planning

Here you will learn how to create a compelling business case and learn the essentials of business management and realisation. **2 hours | Online (Teams)**

**6**

#### Implementation Review

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)**

### Personalised Support & Practical Learning

Includes two 1-hour online consultations with your Development Consultant to focus your growth plan. Hands-on learning: apply key concepts directly to your implementation project throughout the course.

### Next Steps to Growth

Places are limited, reach out to your Business Relationship Manager today or register below.



### Business Relationship Managers

#### Les Selby

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