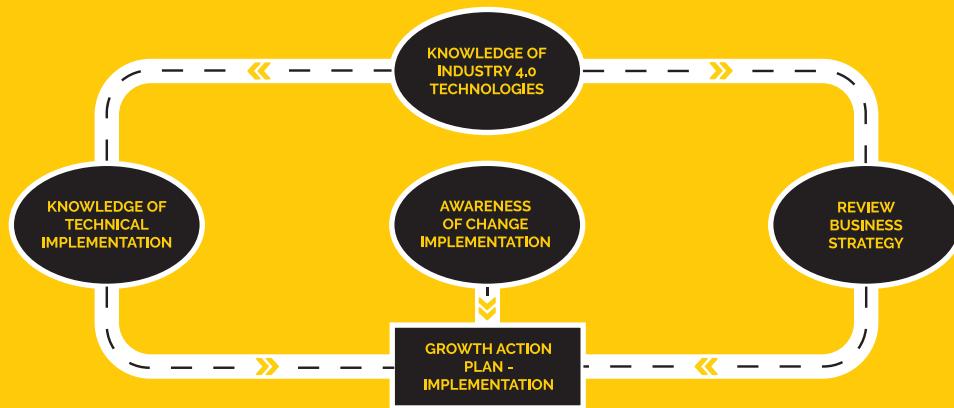


Empowering Digital Champions to Drive Business Growth

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

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