

Enabling Senior Leaders to Unlock Strategic Growth

Over 70% of change projects fail. This course boosts your chances by giving you the skills, confidence, and network to refresh your strategy and grow your business through digital adoption.



Course Outcomes

Gain the leadership mindset and tools to build your Strategic Growth Action Plan:

- Understand Industry 4.0 technologies
- Shape your tech-enabled business strategy
- Create a change plan to engage your team and deliver growth

Learn from expert tutors with real industry experience and connect with peers for support and inspiration. This funded course complements the Yorkshire & Humber Made Smarter programme and helps validate tech investments and capex grants.

Designed for impact with minimal time commitment.

Eligibility & Funding

This fully funded course is for senior and emerging leaders in Yorkshire & Humber-based SMEs. Just commit to attending all sessions and completing a project to shape your firm's growth plan. Limited grants available for cohorts starting in November, December and January. No qualifications needed. We welcome applications from women and underrepresented groups.

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.

1

Strategic Focus

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

Change Leadership

This workshop will enable you to design your implementation plans 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

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)**

4

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)**

5

Industry 4.0

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

Financial & Benefits Planning

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

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 at www.madesmarter.uk

Business Relationship Managers

Les Selby - Hull & East Yorkshire
leselby@heybusinessgrowthskillshub.com
07562 910840

Mike Pennington - York & North Yorkshire
mike.pennington@yngrowthhub.com
07919 222395

Nick Edwards - West Yorkshire
nick.edwards@westyorks-ca.gov.uk
0113 348 1555

Vernon Tolson - South Yorkshire
vernon.tolson@southyorkshire-ca.gov.uk
07919 111375