



DIGITAL CHANGE, DONE PROPERLY.

**Build
your Digital
Skills.**

Digital Manufacturing Leadership

**MADE
SMARTER**

Yorkshire & Humber

**Sheffield
Hallam
University**

Knowledge Applied

madesmarter.uk/yorkshire

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.



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

➤ **Designed for impact with minimal time commitment.**

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.

Eligibility & funding

This fully funded course is for senior and emerging leaders in Yorkshire-based SMEs. Just commit to attending all sessions and completing a project to shape your firm's growth plan. No qualifications needed.

Course practicalities

The programme has been designed to fit around your existing work and personal commitments with seven in-person and online workshops over approximately nine 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 impact. 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**

This workshop 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**

You'll also receive two personalised, one-hour online consultations with your Development Consultant and four two-hour post-course Progress Review workshops. 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.
Register at madesmarter.uk/yorkshire or by using the QR code below.

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Yorkshire & Humber



West Yorkshire
Combined
Authority | Tracy
Brabin
Mayor of
West Yorkshire

Hull and East Yorkshire
Combined Authority

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