



# DIGITAL CHANGE, DONE PROPERLY.

**Build  
your Digital  
Skills.**

**Digital Manufacturing Champions**

**MADE  
SMARTER**

Yorkshire & Humber

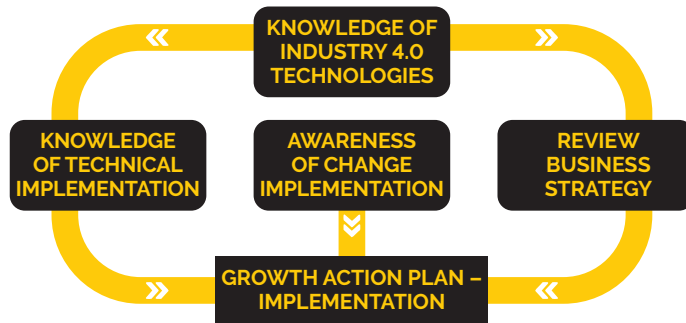
**Sheffield  
Hallam  
University**

Knowledge Applied

[madesmarter.uk/yorkshire](https://madesmarter.uk/yorkshire)

# Empowering digital champions to drive business growth

Change is hard, over 70% of initiatives fall short. This course equips Digital Champions at manufacturing businesses in Yorkshire 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 Made Smarter Yorkshire & Humber programme and helps validate tech investments and Digital Technology Grants.

- > High impact.
- > Low time commitment.
- > Big results.

## Eligibility & funding

This fully funded course is open to current and aspiring Digital Champions in Yorkshire-based SMEs. To qualify, you must attend all sessions and complete a project to develop your firm's implementation plan. No formal qualifications required.

## Course outline

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

### > **1. Change Leadership**

In this workshop you will learn how to review your firm's strategic direction and its change implementation plans. *2 × 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 × 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**

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](https://madesmarter.uk/yorkshire) or by using the QR code below.

### > **Les Selby** Hull & East Yorkshire

les.selby@hullandeastyorkshire.gov.uk  
**07562 910840**

### > **Nick Edwards** West Yorkshire

nick.edwards@westyorks-ca.gov.uk  
**0113 348 1555**

### > **Mike Pennington** York & North Yorkshire

mike.pennington@ynygrowthhub.com  
**07919 222395**

### > **Vernon Tolson** South Yorkshire

vernon.tolson@southyorkshire-ca.gov.uk  
**07919 111375**

# DIGITAL CHANGE, DONE PROPERLY.



**MADE  
SMARTER**

Yorkshire & Humber



West Yorkshire  
Combined  
Authority | Tracy  
Brabin  
Mayor of  
West Yorkshire

**Hull and East Yorkshire**  
Combined Authority

[madesmarter.uk/yorkshire](https://madesmarter.uk/yorkshire)