MADE SMARTER
Yorkshire & Humber

A competitive edge
to keep you ahead

Leading Digital Transformation

in your business

A professional Change Leadership course
delivered by Sheffield Business School

Sheffield Hallam University
Knowledge Applied

Sheffield Business School

In partnership with:

Department for Business & Trade

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HEY Growth Hub

SOUTH YORKSHIRE SYMCA MAYORAL COMBINED AUTHORITY

West Yorkshire Combined Authority

York & North Yorkshire GROWTH HUB

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The Leading Digital Transformation course has been designed and road-tested by industry experts to help you to deliver digital transformational change more effectively.

It will give you the skills, confidence and motivation to implement successful digital strategies across your business to enhance productivity, sustainability, excellence and customer satisfaction.

Benefits

- By investing in your development on this course you will accelerate and de-risk the implementation of digital technology in your manufacturing firm.
- You will create a tailored plan to transform your current operations into a new, digitally-enhanced and more productive operation.
- You will be expertly tutored by practitioner-academics from Sheffield Business School.
- You will build a close network of like-minded leaders and industry peers for sharing experiences, mutual support and encouragement.
- As 50% of the training is funded by Made Smarter you only pay £1,250.

Practicalities

The programme has been designed to fit around your existing work and personal commitments and comprises:

- 10 developmental workshops over 12 weeks – 6 online and 4 face-to-face.
- This equates to 40 hours of specialist change leadership training.
- Cohorts will run between September 2023 and February 2025.
- The course is aligned to the Edge Digital Manufacturing Digital Readiness assessment to help you identify the key changes needed to enable your digital growth.

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Who is the course for?

Whether you need to overhaul your operations or make crucial digital modifications to your manufacturing set up, the Leading Digital Transformation course will provide the knowledge and support you need.

To join the course you should:

- Work for a small or medium-sized enterprise based in the Yorkshire and Humber region.
- Employ between 5 and 249 employees.
- Be a member of the senior leadership team or have strategic influence.

The course is suitable for experienced leaders as well as those new to change leadership.

The course will support you to deliver digital change across your business, however, you'll need to commit the time and energy to apply your skills in practice.

- 40 hours of leadership training across 12 weeks.
- Allocate time to participate in the face-to-face and online training sessions.
- Work on your firm's change plans as the course proceeds.
- Participate in small group meetings with your peer group.
- Actively experiment to introduce productivity enhancements in your firm.

"The step change and approach this programme can give can make a big difference to the successes of your digital journey."

Dr. Marshall Booth, Andel Ltd.

Who delivers the course?

The course has been designed and will be delivered by expert practitioner-academics from Sheffield Business School. All have industry experience, are skilled at working with leaders of small and medium-sized businesses and are experts in their field.

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What is the Leading Digital Transformation course?

Successful change is notoriously difficult to achieve with over 70% of change projects failing to meet their target objectives. The course has been designed to accelerate and de-risk the implementation of digital technology in your manufacturing firm. We will help you gain a solid understanding of change, how to take people with you and the key financial issues you need to understand in order to create a credible business case.

The course comprises the following workshops:

	Workshop	Duration & Location
1	Getting Started	2 hours online
2	Strategy & Change Leadership	2 days in person
3	Digital Technoology	½ day online
4	Peer Group – Initial Meeting	1 hour online
5	Designing Efficient Operations & Scoping Applied Projects	1 day in person
6	Showcase Symposium	1 day in person
7	Leading People Through Change	½ day online
8	Financial Justification	½ day online
9	Final Review & Reflection	1 day in person
10	Hold to Account Workshop	½ day online

Applied Learning

The course is highly applied and is focused on your development as a leader of digital transformational change in the manufacturing sector.

Your Development Consultant tutor will build a strong relationship with you as you proceed through the course. They will get to know you and will support, coach and, where appropriate, challenge you to help you learn and apply the course concepts.

We'll support and encourage you to reflect and apply the learning to your firm from the very beginning of the course. As each workshop proceeds, you will gain a deeper understanding of the concepts and how they can apply to your business.

Our goal is to help you develop – by workshop 9 – a credible Business Improvement Project which will specify the business and marketing rationale, the process, people and system changes needed and the business case justification.

Following a two month gap which gives you time to pilot, test or embed your new solution, we will re-group in workshop 10 for a Holding to Account Workshop. This will give you a clear focus and the opportunity to share insights with your peers.

Programme Learning Outcomes

1. Develop individual leadership capability and capacity including increased confidence to lead business.
2. Create a vision and sense of purpose for the business to pursue smarter manufacture.
3. Stimulate innovation within the business.
4. Achieve responsible and sustainable growth.
5. Enhance employee engagement.
6. Encourage active experimentation to implement digital technologies to enhance productivity, sustainability, excellence and customer satisfaction.
7. Create a strong and trusting peer network through collaborative working to sustain beyond the duration of the programme.
8. Responding to practical and emergent realities such as the resource constraints, organisational structures and processes, and conflicts between stakeholders.

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Workshop Focus

Getting started

- To welcome you onto the course and introduce the team.
- To explain the course and its relationship to the Made Smarter programme.
- To learn about your productivity opportunities and your needs of the course.
- To confirm logistics and commitment levels.

Strategy & Change Leadership

- Strategy.
- Business Model Innovation.
- Change Leadership Skills.
- Understand and work on your change projects.
- Coaching Skills.
- Peer Groups.

Digital Technology

- Overview of Digital Technologies.

Peer Group Mobilisation

- To practice coaching in your peer groups.

Designing Efficient Operations & Scoping Applied Projects

- To understand where value is created using Value Stream Mapping (VSM).
- To learn about manufacturing effectiveness using Kanban.
- To develop your productivity action plans.

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Workshop Focus continued...

Showcase Symposium

- To learn from a site visit to a showcase organisation.
- To share your emerging productivity action plans for constructive comments and feedback.

Leading People Through Change

- To define the likely people changes you will need to make.
- To understand how people react to change and how we can most effectively support them through their personal and role transitions.

Financial Justification

- To understand how to develop a credible financial justification for change.
- To understand how to assess and manage the key risks associated with change.

Final Review & Reflection

- To share your productivity action plans for constructive comments and feedback.
- To ensure alignment to Made Smarter programme.
- To celebrate successes for individual delegates.

Hold to Account Workshop

- To share your experiences since workshop 9: your achievements, learning and next steps.
- To ensure alignment to Made Smarter programme.
- To celebrate successes for individual delegates.

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If you're interested in this course, scan this QR code for more information, email madesmarter@brookconsult.co.uk or call 01226 240 435 today!

"100% sign up. You'll benefit from experts that are very engaging and leave feeling empowered to begin making positive changes within your work."

Kieran Samuels, Metal Depot Ltd.

Made Smarter is a national movement to drive growth amongst UK makers and advance the UK economy. Backed by world-renowned businesses and the UK government, it will improve the development and adoption of emerging technologies. Making a real, everyday difference to people from the boardroom to the factory floor.

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