



A competitive edge
to keep you ahead.

**Lead your
business**

● — into the future

Get set for the future. **Now.**

Enhance your leadership and **your business**

Giving your business a competitive edge takes more than just the right digital tools – it needs business leaders to embrace and drive that change.

What can we offer?

Made Smarter West of England can make this transition easier for you with our Leadership for Driving Technological Change training programme aimed at manufacturers and makers. Developed by the Bristol Business School and the School of Engineering at UWE Bristol. The programme, running in two cohorts, will enhance your leadership capabilities while implementing new digital tools for your business.

What will you do during the programme?

- Take a strategic view on adopting new digital technology into your operations
- Understand your leadership capabilities and digital opportunities
- Learn the skills to drive change within the organisation
- Improve the productivity of the workforce through technology, processes and management techniques

Being part of this Made Smarter West of England training programme will sharpen your leadership capabilities while developing the skills to drive technological change in your business. It's also a chance to build a peer network of like-minded business leaders.



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We will equip you with the skills, tools and techniques to successfully lead innovation and change, and drive exceptional personal and organisational performance.

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Abdul Farooq, Associate Head of Department – Business Engagement & Partnerships, UWE Bristol.

Register your interest in the programme now.
Visit www.westofengland-ca.gov.uk/made-smarter/

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Training programme **dates**

How long is the programme?

There will be six days of taught learning plus online self-study, spread across six months. This includes networking opportunities, an industrial project and a celebration event.

Introduction – 16 Jan or 10 Sept '24

Meet the team, explore the programme aims, identify challenges and the tools to solve them. Discuss your project ideas and the group's desired outcomes.

Unit 1 – Demystifying Digital – 17 Jan or 8 Oct '24

Industry 4.0, the fourth industrial revolution, is transforming the manufacturing and making sectors with digital technologies to increase productivity, efficiency and quality. Learn about the latest technologies and how these can benefit your business.

Unit 2 – Translating Concepts into Business Value – 21 Feb 'or 9 Oct '24

Look beyond the buzzwords. This unit will demonstrate new, innovative technologies and how they can impact your bottom line, increase staff engagement, retention and recruitment, boost productivity and enhance your competitive edge.

Unit 3 – Benefits and Barriers of Industrial Technologies – 12 March or 12 Nov '24

Focus on your business challenges and ambitions. This Unit will provide an insight into the latest LEAN thinking, explore the financial benefits of technology in more detail and consider data and its use for maximum effect.

Unit 4 – Digital Leadership – 16 April or 20 Dec '24

Examine possible internal and external barriers faced by businesses adopting technological change. You'll be introduced to relevant leadership theories and helped to identify the right strategies and approaches to overcome the organisational challenges to change.

Celebration – 14 June '24 or 07 Feb '25

Reflect, reconnect, showcase and celebrate with peers and the programme delivery team and focus on your future.

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