



B U R N
BLACK UNITED REPRESENTATION NETWORK

DIGITAL SKILLS FOR LEADERS

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EXECUTIVE DEVELOPMENT PROGRAMME

12 hour fully funded programme for SMEs in Greater Manchester

Review & Develop Your Leadership Style for leaders has been designed to develop your skillsets as a manager, business owner or leader to enable you to have the necessary skills to lead your team as you expand your business, team and audience.

OPPORTUNITY TO COMPLETE A 4 DAY ADVANCED FULLY FUNDED COURSE



VENUE

**Manchester Technology Centre, 103, Oxford House, Oxford Rd, Manchester M1 7ED
(REFRESHMENTS/SNACKS AND LUNCH PROVIDED)**



ABOUT EDP



The Executive Development Programme is designed for business owners and senior level professionals.

This course specialises in digital leadership and provides you with the skills and insights to apply within your own business. The course consists of 4 x 3 hour sessions where we offer sessions that can be held at the Manchester Technology Centre or full virtual sessions online.

This programme will be fully funded if you meet the below criteria:

- Minimum 2 members of staff (can include freelancers)
- Less than 250 staff
- Less than 50 million euros turnover - Greater Manchester based
- Only one nominee per business
- 75% of business not owned by a parent company

COURSE DETAILS

Session 1 - Digital Culture and Leadership

Digital technology is changing the business world now more than ever, and it is accelerating. However, technology alone is not enough to drive the right type of transformation. Leaders need to look at both the human side and the technology side and find the best way to connect technology and people to drive success in their businesses. This session will introduce you to the concepts of digital leadership, and how to build a strong digital culture within your organisation, one that promotes innovation and keeps you future-proofed.

Session 2 - Digital Methods for Leadership and Process Improvement

Digital is all about creating efficient processes that can save time and money for your organisation, without compromising the quality of the experience your clients receive. As leaders, it is important to learn the different methodologies and be able to choose one that is going to be the most effective for your specific needs and goals. This session will help you by showcasing the different techniques available to improve your processes, guiding you through some practical examples, and showing you how to implement these strategies successfully, using digital technologies.

Session 3 - Building scalable systems through leadership

Leaders know that business is unpredictable, and this sometimes results in missing opportunities due to underestimating the resources needed, or it could mean having a surplus of materials that might end up being wasted. Scalable systems are all about creating a digital infrastructure that can grow and change with your business so that you can predict and respond correctly to the changing needs of your customers. This session will show you how to build these systems, by introducing the concept of digital scalability and by providing real-world examples of how scalable systems are created and successfully used across different industries.

Session 4 - Improving customer and stakeholder engagement using digital leadership techniques

Over the past decade, developments in technology and marketing have transformed how to approach customers and stakeholders. This has brought forth a variety of benefits for both sides. Allowing clients to have a more personalized experience, while allowing businesses the ability to handle a large number of customers more efficiently. In this session, we will discuss concepts like omnichannel marketing strategy, the benefits of digital stakeholder engagement and how to improve your customer's experience by adding digital into your leadership strategy.

Available Dates:

Please sign up using the link below and we will let you know the upcoming dates

LINK TO SIGN UP TO THE EDP: www.burncic.org/edp