

Digital Business Programme

Digital transformation fundamentally changes how organisations operate and deliver value to customers, suppliers, stakeholders, or beneficiaries. It involves a profound shift in how we think and deliver products, services and customer experiences. It requires a strategic approach to leveraging digital technologies to replace and improve operational process, procedures and systems.

We can all recognise how swiftly the advent of big data and analytics, Artificial Intelligence and the Internet of Things, can overturn conventional ways of doing business. But do we know how to implement these into our strategic thinking and planning?

Cosmic's **Digital Business programme is designed to help you** develop a strategic understanding of how digital can grow your business, improve productivity and streamline processes. Through an advanced programme offering support, mentoring and training.



What you will learn

You will develop a thorough understanding of digital technology and learn about practical tools and technology.

The three-module programme will enable you to:

- Ensure your organisation gains a digital competitive advantage
- Use digital to help streamline processes and enhance productivity
- Horizon scan for your industry and learn to embrace new technologies.

Course content



1: Digital Vision & Strategy: Introduction & overview: Digital Vision & Strategy, key drivers for transformation, organisation direction.

2: Growing Your Business: Introduction to key digital tools to help grow your business, including digital marketing.

3: Improving Productivity & Processes: Utilising enabling technologies to improve productivity, processes and introduction to simple automation tools.

Structure

- Three sessions, one per week over three consecutive weeks, 930-1pm online
- Supported by 121s and mentoring to help you focus on a specific project.

Cosmic

We are the digital solutions people facilitating digital success for all, in a uniquely crafted and inspiring way. Our aim, to inspire and empower people, businesses and communities to confidently use digital by providing the insight, services and skills needed to thrive.

Next Steps

Driving Digital Business is led by Devon County Council; it is part of the Heart of the Southwest local growth deal funded Digital Skills Series and supported by the Heart of the Southwest LEP. Devon County Council commissioned Cosmic, in March 2023 to deliver digital leadership training.

Aimed at organisations with 10 or less employees based in Devon, Plymouth, Somerset or Torbay.

To register and check your eligibility please complete the eligibility form [here](#). If you do not have all the information to hand, please submit what you do have and we will be in touch.

You can also reach us on planning@cosmic.org.uk and we will be happy to arrange a call with you to discuss the programme in more detail.