



**FULLY
FUNDED
COURSES**

**SKILLS
FOR LIFE**
SKILLS BOOTCAMPS

Digital Business Skills

SKILLS BOOTCAMP GUIDE

Digital Business Skills is delivered by YTKO and funded and managed by the West of England Combined Authority, led by Metro Mayor Dan Norris. Skills Bootcamps are part of the UK Government's Lifetime Skills Guarantee, helping everyone gain skills for life.



Please find a comprehensive overview of the Skills Bootcamp. If you have any questions, please contact westofengland@ytko.com



Masterclass delivery

The Masterclasses will be held in-person and online on dedicated days. Please refer to the schedule on our website to check which Masterclasses are in-person or online.



Masterclasses (in-person)

The venue for all in-person Masterclasses will be at Temple Studios, Temple Gate, Bristol BS1 6QA - unless detailed otherwise. The venue is outside Bristol Temple Meads station and well served by both train and bus routes. There is also parking at the venue.



Masterclass content

Materials that the tutor refers to, as well as Masterclass slides and the Learner Portfolio, will be saved and shared with learners.



Additional Support

Each week as well as the Masterclasses you will have the opportunity to book 1-to-1's with tutors, progression meetings with Learner Support Coordinators and peer-to-peer sessions. All of these are optional but if you need further support there is plenty for you to pick from.



Learner Declaration

Prior to the start of the course, we require learners to complete the online Skills Bootcamps Learner Declaration, please do so as soon as possible before the first day of the Skills Bootcamp.



Contact

If you need to speak to YTKO at any point outside of the Masterclasses or mentoring sessions, please contact your dedicated Learner Co-ordinator, or email us at westofengland@ytko.com

MASTERCLASS SESSIONS

1: Learner Enrolment & Discovering your Digital Starting Point



- Introduction to the Skills Bootcamp and Learner Portfolio
- Using the Digital Maturity Index tool
- Carrying out a SWOT analysis
- Setting SMART goals to identify how to make the most of the bootcamp in relation to your situation
- Meet the tutoring team and have any questions answered
- Understanding of the course outcomes and expectations

2: Digital Marketing for Smaller Businesses



- Understand the main differences in marketing requirements for small and large businesses
- Create a buyer persona based on your ideal client
- Understand what the key marketing channels are and identify which are most appropriate for your business

3: Experimenting with Digital Tools and Technologies



- Understand how generative AI can help you in your work
- Use ChatGPT for a variety of practical business based applications
- Understanding the benefits of Canva and create digital assets using this resource
- Create short form videos using Capcut and understand how this can help your marketing within your business

4: Telling your Story and Creating a Brand with Value



- Understand what a brand is and the purpose of having brand values
- Look at example small, medium and large businesses and how they communicate their values
- Outline your own brand values and explain how these align and benefit your business
- Understand how they engage your target audience and their perception of your brand

5: Maximising Social Media for Your Business



- Understand the potential and scope of social media
- Identify which social media platform is best for your business
- Undertake a 'Instagram Health Check' on your existing business account - maximising your profile for visibility
- Understand the importance of content planning

6: Leadership and Cultural Change in Digital Transformation



- Understanding the role of leadership in driving digital transformation
- Identify methods business leaders might use to drive a positive business culture
- Identify signs of resistance to change and ways an effective leader might overcome these

7: Process Planning and Time Management



- Understand how digital tools such as Trello, Asana and Miro can help you in the workplace
- Identify where you spend your time undertaking a time audit
- Planning techniques to support with time management

8: Measuring and Sustaining Digital Transformation



- Identify a strategy to monitor and evaluate digital progress and sustain digital transformation in the long term
- What are the relevant GDPR and data techniques you should consider in a Digital Workplace

HOW TO SIGN-UP

Register now

[westofengland.ytko.com/
west-of-england-skills-bootcamps](https://westofengland.ytko.com/west-of-england-skills-bootcamps)

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