



Transmission

At a time of transformational change affecting all businesses, the University of Central Lancashire (UCLan) is launching Transmission. This exciting ERDF-funded initiative will help prepare Lancashire's SME community for the global effect of increasingly impactful developments in new technology.

By adopting an innovative approach to building leadership capacity and capabilities, Transmission will enable SMEs within the **advanced manufacturing, engineering, creative and digital sectors** to benefit from the competitive advantages that will accrue from a more automated economy. Embracing digital disruption will help address the productivity gap which Lancashire currently faces and will put businesses at the forefront of innovation.

By raising awareness of the opportunities of digital transformation and developing the relevant skillsets amongst business leaders, this free at point of contact support will act as a catalyst in helping to unlock the future productivity and competitiveness within these sectors.

Based within the Centre for SME Development at UCLan, this initiative will utilise a blend of both industry and academic expertise to:

- Build upon the current awareness of the applications of digital technologies
- Illustrate the organisational impacts of doing business in the digital age
- Engage and support personal development of leaders in these sectors
- Inform SMEs of the need to develop new strategies and exploit opportunities which digitalisation presents to ensure future growth.

As part of the more intensive Transmission+ programme, access to non-executive director input for those businesses with high growth potential will be available.

Join us for our Launch Event on Tuesday 21st November 2017, 4.30pm-7pm

Contact us



http://www.uclan.ac.uk/business_at_uclan/transmission.php



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