

# DIGITAL BUSINESS SKILLS

BOOTCAMP GUIDE

**SKILLS  
FOR LIFE**

SKILLS BOOTCAMPS

**FULLY  
FUNDED  
COURSES**



The Digital Business Skills Bootcamp is delivered by Building Growth South West, which is part of YTKO.

Skills Bootcamps are part of the UK Government's Lifetime Skills Guarantee, helping everyone gain skills for life, funded by Devon County Council and delivered by Building Growth South West.

Please find a comprehensive overview of the Skills Bootcamp. If you have any questions, please contact [bootcamps@building-growth.com](mailto:bootcamps@building-growth.com)



### Masterclass delivery

There will be 8 Masterclasses in total (please see Welcome email for details), which may include a site visit (dependent on the course). The Masterclasses are delivered via blended approach of in-person and online (Zoom).



### Masterclasses (in-person)

Our in person sessions are held at various locations, including:

- Holiday Inn Express Bodmin, Cornwall Services, PL26 8UF
- BGSW office, Longbrook St, Exeter, EX4 6AP
- HQ Building, 237 Union Street, Stonehouse, Plymouth, PL1 3HQ



### Masterclass content

All slides from each Masterclass will be available online for you. We will also provide recordings from each Masterclass, so if you do miss a session don't worry.



### 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 Skills Bootcamps Learner Declaration, which is necessary for you to finalise your enrolment.



### Contact

If you need additional support or have any questions outside of the Masterclasses or mentoring sessions, please contact your Learner Support Coordinator, or email us at [bootcamps@building-growth.com](mailto:bootcamps@building-growth.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



- Understand 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

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devon-skills-bootcamps](https://building-growth.com/devon-skills-bootcamps)



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