

Boost sales and profits through a Digital Roadmap

A Digital Road Map defines how technology can boost your performance.

Small businesses with an advanced level of digital engagement skills sell more and are more profitable than businesses with a basic level of digital engagement competency, achieving*:

↑ 28%
more revenue

↑ 60%
more revenue per employee

*Deloitte Access Economics analysis (2019)

This support is part of the Let's Talk Real Skills project, Let's Talk Real Skills is managed by the West Yorkshire Consortium of Colleges and funded by the European Social Fund.

Structured around a powerful, practical, proven framework

Structured around Winning Moves powerful and proven Digital Transformation Framework our practical Digital Road Map process will help you to elevate performance through enhanced skills across your business.

Facilitated by one of our Digital Technology and Business Growth experts, the Digital Roadmap process follows 4 stages:

- 1 **Define** *The destination: Define Vision and Goals.*

- 2 **Discover** *Business performance, culture and opportunities.*

- 3 **Develop** *Digital roadmap to deliver vision and goals.*

- 4 **Deliver** *Increased performance.*

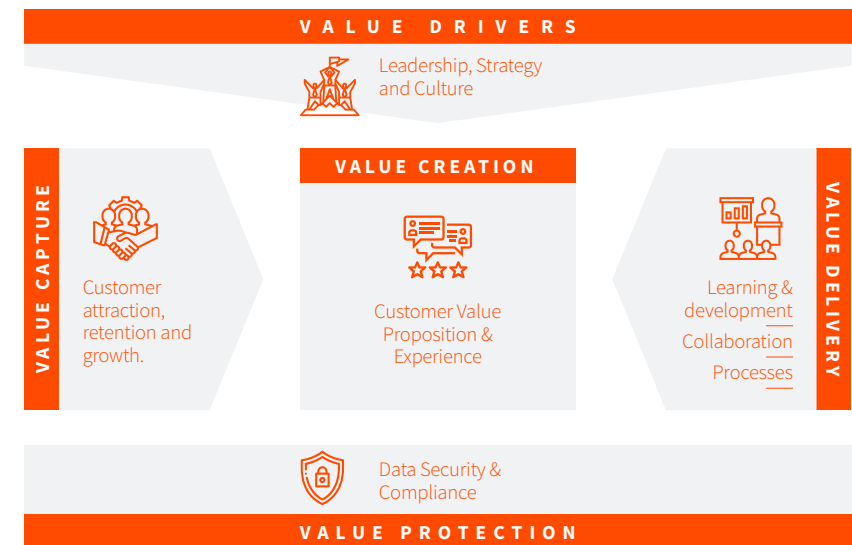


Figure: Winning Moves Digital Transformation Framework model

A digital roadmap boosts your business's sales and profitability

Driven by you!

We don't believe in a 'one size fits all approach'. We recognise that each business has a different starting point, a different end point and different needs and requirements. We adapt the focus and intensity of the Digital Roadmap process to suit your unique needs.

Although each business is different digital roadmaps typically support businesses to elevate their performance through:

- Developing digital marketing strategy
- Implementing Customer Relationship Management platforms
- Creating social media campaigns
- Adopting marketing automation technologies
- Moving to the cloud
- Understanding business and customers data
- Becoming cyber resilient and secure
- Enhancing websites and ecommerce platforms
- Adopting inventory management technologies

Who is it for?

Small and Medium sized businesses based in the Leeds City Region area. You will be ambitious to grow your business and deliver superior levels of performance through the adoption of digital technology.

What the support comprises

Your business will benefit from up to 12 hours of expert 1-to-1 support.

What will you achieve

At the end of the Digital Roadmap process, you will have:

- Developed a digital roadmap that will elevate your business's sales and profitability
- Developed your teams digital skills and awareness



Find out more and boost your performance, contact Sadia Altaf

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