

Strategies for Leadership in Digital and IT - A Henley high performance SME programme

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e-Leadership: Is your organisation digitally ready?

Digital technologies are changing extraordinary quickly. This three week course will introduce you to the new digital landscape.

[WATCH THE TRAILER](#)

[Join now](#)



 FREE online course

 3 hours pw

University led and partner engaged: key activities

Leadership in Digital and IT

Modules and Open programmes for SMEs

Executive education

SMEs outreach

MOOC

High Performance SME
Programmes

SME forums and
workshops

Tailored online free
modules

E-leadership Skills: New
Technology and Business
Architecture

Effective e-competencies

Effective e-leadership

Entrepreneurial e-leadership development through teaching and outreach programmes, forums, online delivery

High theory- High practice – High Impact

One day workshop feedback

'Helped me to understand key steps to better selling' Peter Mallett,
Sacla UK Ltd

'An informative and enjoyable workshop' Claire Wright, Connect
Reading

*'Great Speakers, great workshop! It exceeded my
expectations'* Carolinade de Andrade, Jaeger

'A very well structured and presented workshop' Dave Parkinson,
WPL Ltd

*'I felt I learned new processes today, I also developed my
knowledge'* Daniel Clark, Elite Hotels

Executive ed

SME Programmes



Executive Education

e-Leadership Skills: New Technology and Business Architecture

A Henley high performance SME programme



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SME Programmes

Introducing e-Leadership Skills: New Technology and Business Architecture

Are you exploiting the new digital and IT revolution? This programme assists executives from SMEs in developing effective e-leadership skills for high performance growth driving competitive advantage through integrating new technologies and business architecture. Analyse your use of IT and digital strategies as a strategic vs survival tool with practical applications throughout.

A grant of £2,000 per person is available to GrowthAccelerator members (GrowthAccelerator is now part of the Business Growth Service). Go to www.growthaccelerator.com for more information.

Objectives and benefits to your organisation:

- Accelerate your company's growth and innovation through the development of effective e-leadership skills
- Boost your organisation's performance and competitiveness through digital and IT strategies
- Increase your turnover through effective e-leadership

Programme Content

Greenlands, Henley-on-Thames, UK.

The programme comprises four days (2 + 2), featuring contributions from Henley faculty in entrepreneurship and similar disciplines, together with international and local guest speakers.

- Take your SME through a practical and informative programme incorporating extensive SME knowledge, direct experience and informative business research.
- Utilise case studies and clear action points to support the application and principles of the programme
- Effectively develop internationally recognised e-leadership skills
- Drive high growth business performance and entrepreneurship through integrating new technology and business architecture.

For further information visit: www.henley.ac.uk/eleadership

Vision

Opening the doors to SMEs

Goals

Effective e-competences & capabilities; Gold Small Business Charter; a thriving entrepreneurial community

Ongoing support and continuity

Community building

Capacity building

Stage 3

Learning from feedback and deepening impact

Deepening support with programme alumni

Start up support and incubation

Stage 2

Initiating e-leadership programmes

Programmatic and volume based support through SMEs forums, workshops & MOOC

Providing higher level enterprise qualifications, easing business management

Stage 1

Coaching &* projects with leaders

Engage and understand local business

Developing higher engagement with SMEs e-competence building

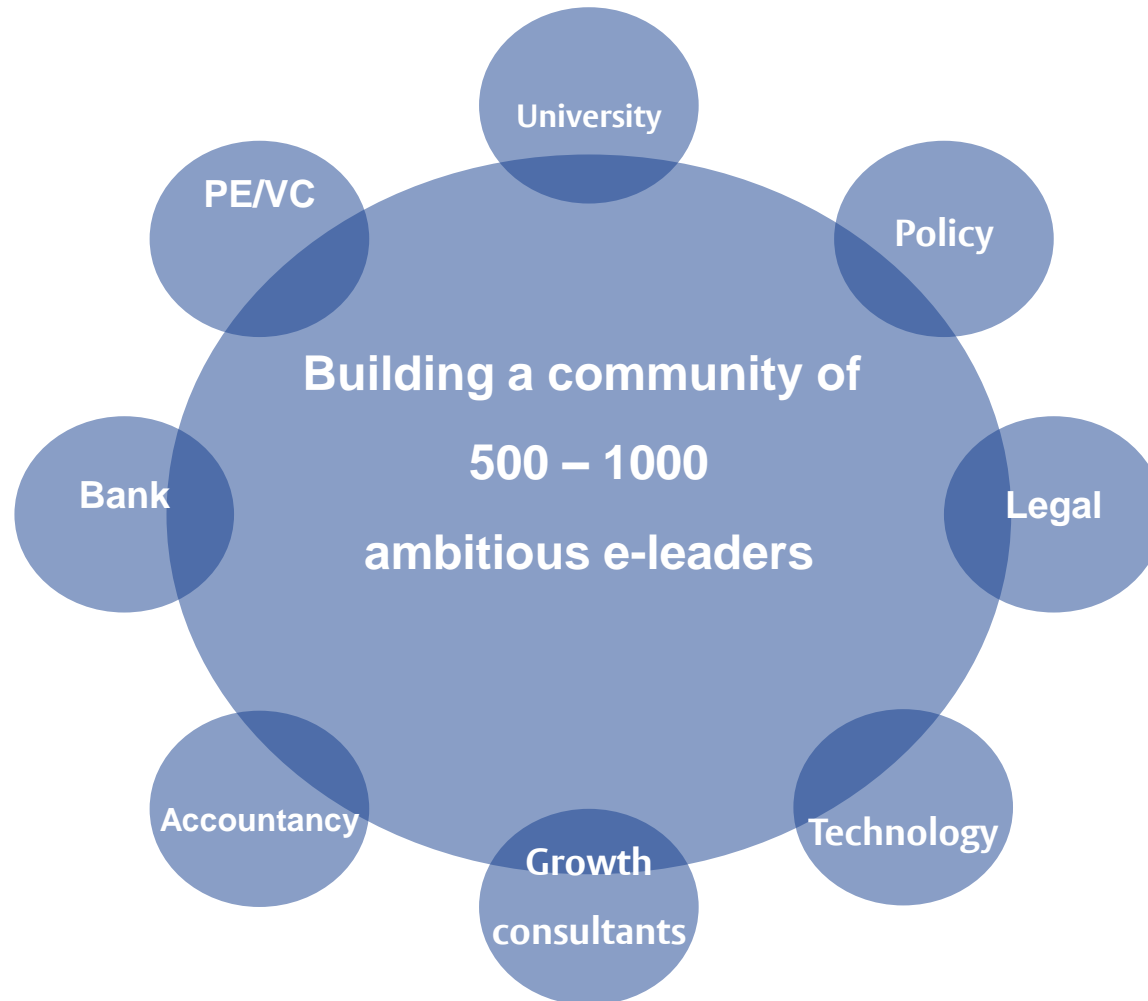
Principles

Create competitive advantage; university-led; partnership shared risks and reward; fostering a strong relationship with businesses

Henley Role

Supporting the high performance growth of local businesses and employment

Key players in the community



Thanks you for listening!

Questions?