



Elevate sales and profits through a **Digital Roadmap**

A Digital Road Map defines how technology can elevate your performance

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

↑ 28%
more revenue

↑ 60%
more revenue per employee

*Deloitte Access Economics analysis (2019)

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 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** *Elevated performance.*

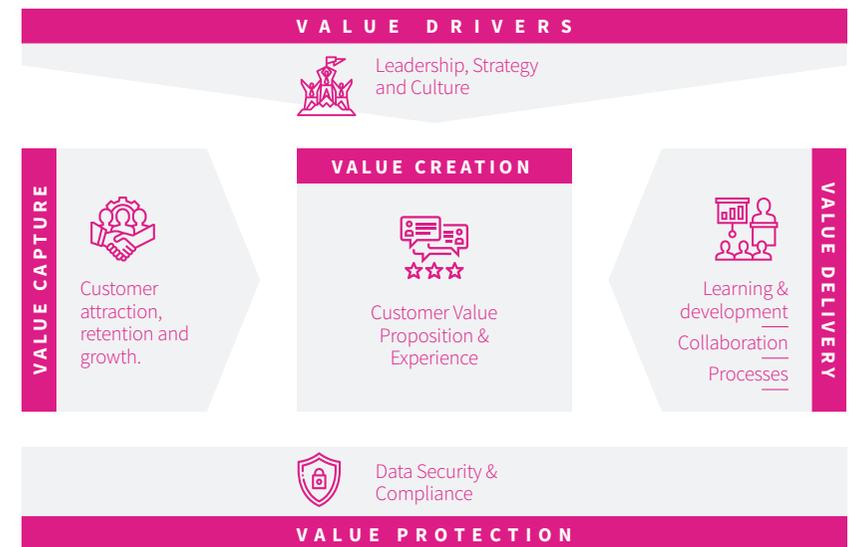


Figure 1. Winning Moves Digital Transformation Framework model

A digital roadmap elevates your business's sales and profitability

Who is it for?

Worcestershire based SMEs from all sectors, typically trading for at least 3 years and with 5+ employees. 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 15 hours of fully funded expert 1-to-1 support at no cost to your business. You will also be eligible for a range of masterclasses designed to build the skills and knowledge needed to support implementation.

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
- Created a motivated team of digital champions who will support implementation
- Identified the funding and resources required to move forward
- Developed your teams digital skills and awareness

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

Grant Funding Available

Upon completion of the support, there will be the opportunity to apply for a 40% match-funded grant of up to £4,000, which will support the technical and practical implementation of your relevant digital technology development project.



Find out more and elevate your performance!

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