



# Skills Bootcamp

In Digital Leadership



# Overview

The Skills Bootcamps – part of the Government’s Lifetime Skills Guarantee and Plan for Jobs, are flexible courses of up to 16 weeks, giving people the opportunity to build up sector-specific skills and fast-track to an interview. Their aim is to support where recovery is needed, digitally upskilling to increase job retention and productivity.

Our Skills Bootcamp in Digital Leadership has been set up to support organisations and individuals who need to upskill their leadership capability; to meet current and future demands around digital communication, literacy, and remote working. Our model builds on a wide range of employer interactions, meaning we will bring participating individuals closer to better jobs and career outcomes.

The eligibility for the programme can be driven by employers, however the fundamental criteria is likely to start from English GCSE or equivalent or experience of business fundamentals such as report writing.





# Our Target

This Skills Bootcamp is aimed at:

- First-line managers or team leaders who are leading remote teams that need to reskill to meet the current economic demands or different ways of working
- Leaders who are serving their people and customers through virtual environments and using new or unfamiliar technology
- Leaders looking to understand their digital capabilities and digital business marketing techniques
- Organisations who are seeing significant changes on their resources from a COVID world and are looking for a skilled workforce that can understand and explain those changes
- Organisations that need to enhance their workforce in order to stay relevant in a growing digital market

# Why Babington

- Babington are one of the largest deliverers of leadership training in the UK.
- Operator of the Centre for Strategic leadership – a highly respected leadership training provider. National deliverer of commercial and funded leadership programmes, along-side multiple digital skills courses and training.
- We support hundreds of people into work and to develop their careers in professional services and leadership. Particular focus on careers in Financial Services, Property and Sales, Public Sector and Digital and online businesses
- We deliver leadership, Business Administration, Finance and Professional apprenticeships – and support over 3000+ people a year nationally into professional service and leadership careers
- Real job pathways – over 200 live roles a month for learners to progress into
- Expert trainers – who can contextualise training for learners and employers to support incredible careers
- Closed cohort option– we can discuss options to facilitate alignment of your specific business needs, such as focusing on your systems, leadership values and processes.





*“Digital skills are crucial to support [our] switch to AI driven processes and to support self-service processes for a number of supporting functions. In order to successfully transform in a competitive market, we need to reskill and upskill colleagues to work digitally and develop a digital mindset - including data driven analysis and improvement.”*

- Royal Mail Group

*“Managing people remotely is a key challenge, [particularly in terms of] maintaining engagement. [There is a business need to develop] data understanding amongst our non-data teams.”*

- Dixons Carphone

# Our Outcomes

1

## Self

Deepen personal self-awareness and develop a strong sense of being able to adapt and change in a volatile, uncertain, complex and ambiguous (VUCA) world

2

## Performance

Develop an enhanced sense of how to deliver effective performance management whether face to face or remote

3

## Digital

Cultivate a deeper understanding of how to use digital technology to enhance the customer and employee experience

4

## Project Management

Gain confidence in applying project management principles to deliver a change

5

## Collaboration

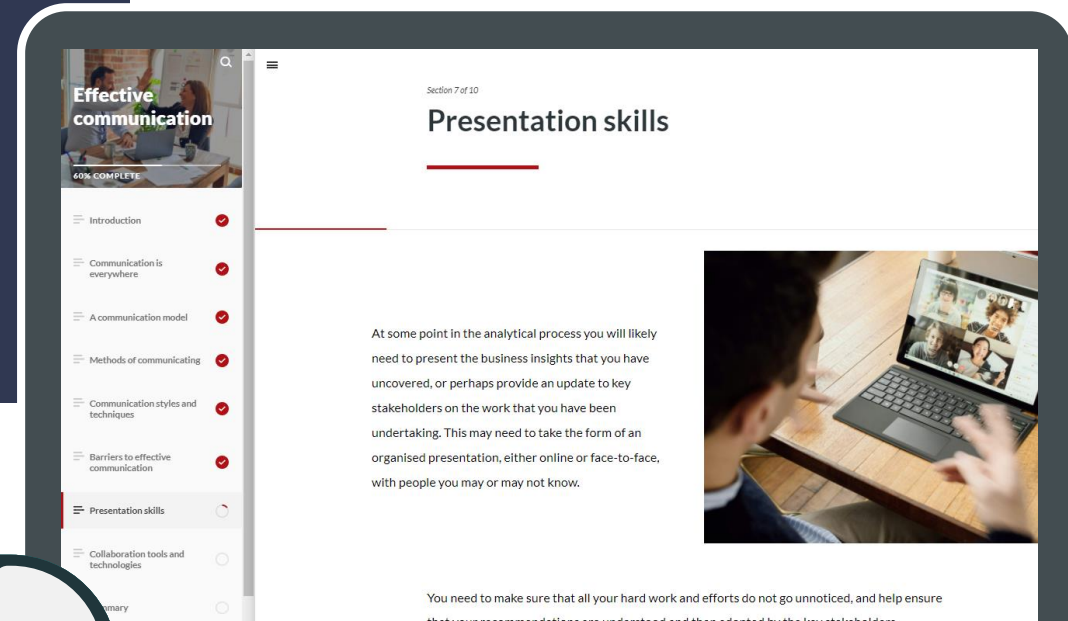
Build on learning through a work-based project proposal, working collaboratively to improve business performance



**What are  
we going  
to deliver?**

# Skills Bootcamp in Digital Leadership

- Is **12** weeks in duration
- Is a Chartered Management Institute (CMI) **recognised programme**
- Is broken down into **8** themes
- Has **8** Babington Virtual Workshops
- Includes a **psychometric profiling assessment** – Contribution Compass
- Includes a **work based project proposal**





# Contribution Compass

## How to lead from your natural energy.

A successful business succeeds with emotionally intelligent leaders who understand how to balance their teams' energies with their own. They engage consciously with different energies to maximise the contributions from each profile within the team, even from those who are directly opposite to their own natural energy.

Contribution Compass is our inhouse profiling tool. At the start of the course the learner will undertake an assessment that will define them into one of the categories opposite.

Throughout the course they'll use this assessment to shape their ideas and ways of working. As well as to define their audience and approaches towards collaboration.



# How Contribution Compass could be used



We would aim to compliment the core programme by using contribution compass to give tangible realistic scenarios for our learners to engage with, as a very brief example you can see the types of questions that a learner would be able to answer once they understood their own profile, and that of others. In this example we are using the Catalyst profile type.







**CATALYST**  
Accelerating Change

- How would you go about getting him to speak about his talents and passions?
- How likely is he to engage with Technology, what can you do to play to his preference?
- How can you remotely appreciate, recognise and reward in the right way?
- How can you measure their contribution without micro-managing from afar?
- What are his likely stress inducers? And how may technology amplify them?

We believe the tool really helps when understanding how you do your best work, and this is critical to understand before you think about how you manage, how you engage with technology and how you best learn.

# The Content

A 12 week course that consist of:

-  Babington Virtual Workshops
-  E-learning
-  1-2-1 Progress Reviews
-  Project proposal and Reflection-led learning

As well as a Chartered Management Institute (CMI) recognition and affiliate membership of CMI.



## Week 1

### Programme launch

- Programme overview
- The challenge of change
- Leadership models
- Access to CMI



Duration:  
1 day

## Week 2

### Embedding Contribution Compass

- Emotional intelligence skills
- Signs of stress when working remotely
- Using a teams natural energy



Duration:  
1 day

## Week 3

### Leading Diverse Teams Remotely

- Tuckman team evaluation
- Diversity and inclusion
- Team engagement
- Coaching



Duration:  
1 day

## Week 4

### Remote Performance Management

- Approaches to performance management
- How to bring out the best in people
- Internal and external performance factors



Duration:  
1 days

## Week 5

### Digital Capability

- Digital skills gap analysis and review
- Digital evolution/footprint
- Social media, digital communication platforms
- CV review and rewrite



Duration:  
1 day

## Week 6

### Business Skills for ECommerce

- Digital creativity
- Digital marketing and tools
- Digital footprint
- Running a successful meeting remotely



Duration:  
1 day

## Week 7

### Project Management and Leadership

- The dynamics of project management and leadership
- Project phases/risks
- Stakeholder management



Duration:  
2 days

## Week 8

### Communication and Remote Presentation Skills

- Methods of communicating remotely
- The power of words
- Presenting remotely



Duration:  
1 days

## Week 9

### Project-Business improvement proposal

- Applying leadership, management and project skills to create a business improvement proposal ready for presentation



Duration:  
2 days

## Weeks 10

### Consolidation and support day

- Support and guidance for project scoping and presentation



Duration:  
1 day

## Week 11

### Project Proposal Presentation

- Present proposed project



Duration:  
1/2 day

## Week 12

### Completion

- Meaningful feedback
- Certification
- Progression planning



Duration:  
1 day

# The Work-based Project

Towards the end of the programme learners will be working on a project proposal that when completed can be presented to managers or senior leaders within the business. The project proposal will embed learning and focus on a business improvement.

For example, one NHS team identified an app that could streamline processes both for the organisation and customers. Applying the theories and knowledge they've gained throughout the programme. They created a comprehensive proposal detailing the objectives, benefits to the business, financial viability and growth for the future. They were then able to then use the project proposal they created to demonstrate to stakeholders within the business.



*"We have been part of the D2N2 pilot delivery with Babington, and the course has had a huge impact on our line managers leadership style and ability to communicate (digitally) to our customers. Access to valuable digital training currently in the pandemic is gold-dust. It would be great to include more of our staff in future cohorts"*

**- Jack Wilkinson, Head of Digital Marketing, Atomic Media**



# Our Experts

Our coaches and facilitators are not only experts in teaching learning but also have insightful industry experience that they share with learners. To foster an attitude with learners to not only meet the course requirements but to apply this learning to their day to day role.

**Christine Golden** – Quality Lead  
Leadership and Management

“It is a privilege to be an instrument of change in the development of today’s leadership and management workforce. I endeavour to support, encourage and energise the next generation of leaders and managers. I hold a Level 7 CMI Executive Diploma in Management, a Level 5 Professional Certificate in Education and a Level 4 CMI Cert in Management.”

**Marc Beckett** - Specialist Coach in  
Leadership and Management

“I am focussed on providing fun, inspirational, and enriched learning experiences building on the knowledge and personal experiences of learners to achieve their qualifications. I have over 20 years experience in education and hold numerous qualifications including an ILM Level 5 Diploma in Principles of Leadership and Management.”

**Gerad Adams**- Specialist Facilitator  
in Leadership and Management

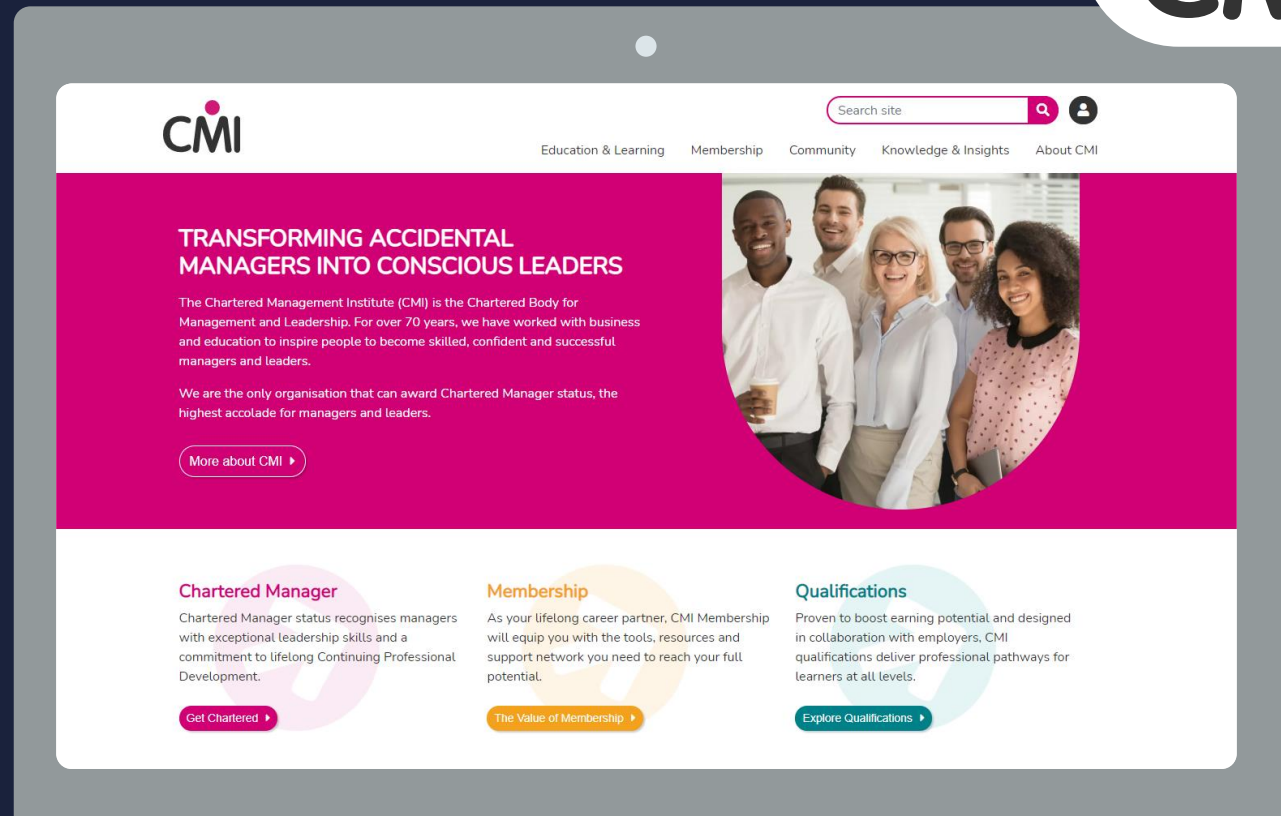
“My ILM Level 5 coaching qualification has given me a passion for bringing out the best in people. Regardless of the environment I work within my principals remain the same; focusing on creating and nurturing a watertight team mentality; devising and implementing robust strategies and ensuring that individuals are empowered to contribute their best efforts towards a unified goal.”

# Chartered Management Institute (CMI) Recognition

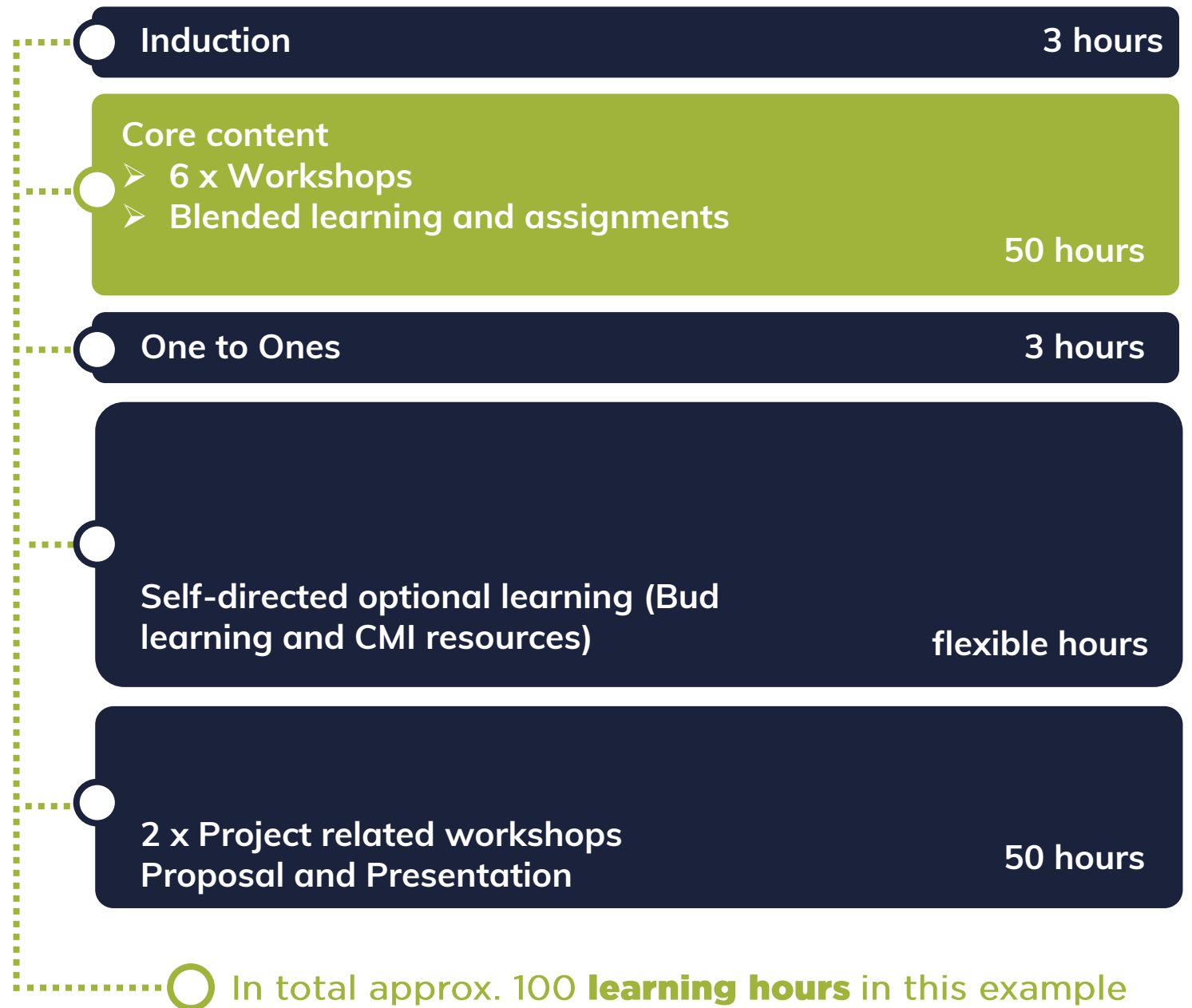


The Skills Bootcamp in Digital Leadership comes with CMI recognition and affiliated CMI membership.

- Affiliated membership is the starting point of the CMI membership journey. Once a member, learners can upgrade depending on their qualifications and/or experience.
- The CMI has a diverse and vibrant global community of managers and leaders this can help learners to build their professional network.
- CMI membership also offers access to tailored digital resources, specially designed to help boost career prospects.



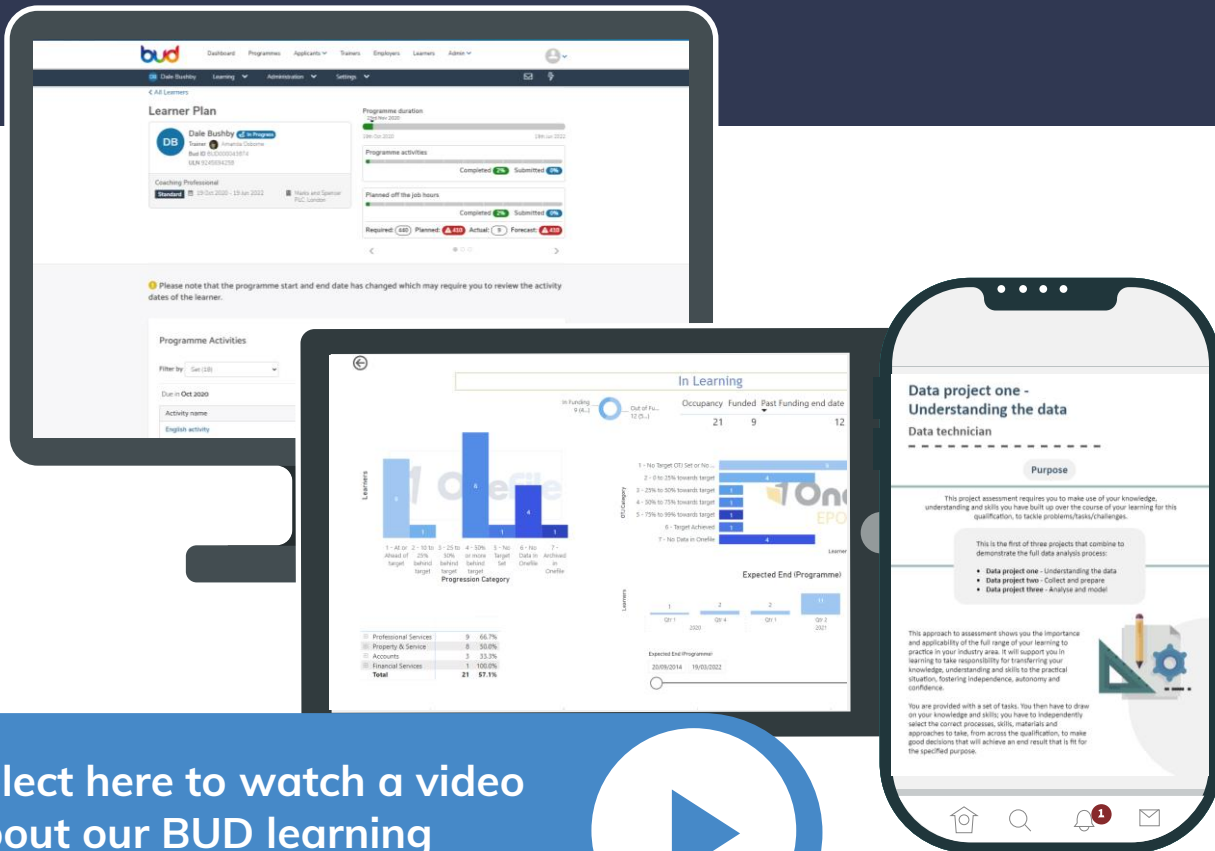
# Guided Learning hours





# Our Systems

Our programmes harness the latest learning technology to enable learning **anytime, anywhere**, with bite-sized chunks available through any digital device.




Select here to watch a video about our BUD learning management system.



Our use of technology allows us to provide:





**So what  
does this  
look like?**



## Christiana Jones

"I've been working as a supervisor for the last 3 months and I am looking forward to learning more about leadership and how I can use digital skills in the workplace. I would love to learn more about how to market our business using social medial platforms and how to communicate effectively with the team remotely."



### @Christiana\_Joneses

"I can't wait to get started on my Skills Bootcamp in Digital Leadership, I am looking forward to learning more about myself and how I work with other people, I never even thought about that before."



### Christiana's journey





## Christiana Jones

"I've been working as a supervisor for the last 3 months and I am looking forward to learning more about leadership and how I can use digital skills in the workplace. I would love to learn more about how to market our business using social medial platforms and how to communicate effectively with the team remotely."



### @Christiana\_Joneses

"I can't wait to get started on my Skills Bootcamp in Digital Leadership, I am looking forward to learning more about myself and how I work with other people, I never even thought about that before."



