

INTRODUCING THE

DIGITAL 
TRANSFORMATION
PROGRAMME

This is **Milk**

The **12-month career development** programme designed to provide the skills required to adapt to change, successfully facilitate digital projects and excel in careers such as:

Business Analysis
Service Design
User Research

Product Management
Digital Planning
Strategy

It doesn't matter what you call the job - we focus on the skills for the future.

- **Creativity** - ability to build something out of ideas
- **Critical thinking** - turn data into insightful interpretations
- **Facilitation skills** - communicating and collaborating
- **Judgement** - decision making in uncertainty
- **Customer centricity** - offering real value to customers through empathy
- **Curiosity** - being up to date with recent trends

Why did we develop this programme?

Our vision is to create a mass of skilled and enthusiastic changemakers with the skills and confidence to drive digital transformation in Scottish businesses and beyond. In doing so we'll create a hub of continuous learning from Glasgow, to be taken worldwide.

We identified that there were a number of issues within project disciplines – a 'skills gap' of sorts, but also an issue of siloed working and thinking within projects.

User Experience on one hand had evolved at pace, from a design perspective, however the full needs of 'digital transformation' were not being looked at.

Business analysis skills were not evolving to meet the needs of today's businesses and as a result culture clashes and a degradation of the value of a BA were general features within organisations.

The range of roles that had cropped up, only made matters worse, with confusion over responsibilities, and sadly generally individuals were not receiving adequate career and learning support. This was compounded by the slow pace in which educational materials and courses evolved.

BUT, the predictions are that these are the jobs of the future.... They won't be automated.

This is Milk

We are here to help your company change, learn and grow - simply.

CONNECT THREE

ORGANISATIONAL
DEVELOPMENT

MANAGEMENT
& LEADERSHIP

PEOPLE & WORK
PRACTICES

connectthree.co.uk



What does the programme offer?

Digital Transformation Programme
- a 12 month career development programme including:

- 20+ days of expert classroom training
 - Minimum of 16 days must be taken to complete the course
 - Taught and developed by industry leaders and specialists
 - Continually evolving course content to match the needs of industry today and tomorrow - overseen by an industry advisory board
- Personal learning plan focussing on soft skills development
 - personal mentor for 12 months
 - empower ownership and development of personal career paths
- Mixed cohorts
 - brought together from several businesses to ensure diversity of approaches and thought
- Evening events
- A unique teaching and learning approach developed to promote creativity, critical thinking, collaboration and communication

Mentoring

Every student of the Digital Transformation Programme is paired with a Mentor working in the industry for the full 12 month programme.

- Personally matched with a mentor prior to training
 - Based on location and career needs of the mentee
- Mentors will guide students through personal learning/ career development plan
- Providing independent support and a safe space to talk
- The mentors come from a wide variety of backgrounds, all with well developed careers and a wealth of experience to provide our students

Alumni Community Hub

We are growing an online community to promote continuing development and improving industry practice.

- Professional Network
 - students, trainers, advisory board, subject experts, speakers, mentors, business partners
- Share knowledge
- Additional learning resources
- Face to face events

Short Courses

Our short courses give you all of the content of one of our Digital Transformation Programme sessions without joining up for the full 12 months.

- Allows you to learn from the best trainers about topics that are important to you
- Most of our short courses last 1 full day (9.30am to 5pm)
- Yearly schedule follows that of the main Digital Transformation Programme
- Individual costs per day

(Note. When attending our short courses you do not gain access to our mentors or online alumni community, and are not assessed as part of the programme)

Content of the training

The Digital Transformation Programme classroom based training broadly covers 4 main areas:

There are 4 themes for this element of the course, and we adapt this in line with changes in the industry, looking at new and upcoming ways of doing things, as well as how they have been done in the past:

1. Tools to Understand your Customer and Your Project
2. Facilitation, Self-development and Soft Skills
3. Projects and Context
4. Technology & Trends Variables



Personal benefits

Current employees:

- Enhance existing employees' business transformation skills
- Enhance working knowledge of digital projects
- Enhance career development and personal skills

Re-skill for a new career:

- Build on existing skills from another discipline
- Course work based on live projects
- Learn the skills needed to succeed in digital projects

Business benefits

Enhance your current employees for digital transformation whilst satisfying new demand for digital changemakers.

- Learn essential and missing skills to run successful digital transformation projects
- Reduction in recruitment time/costs
- Higher profitability of projects
- Reduction of stress (absences) due to lack of knowledge in role
- Reduction in consulting costs
- Increased employee satisfaction
- Increased employee drive
- Future proof your business
- Improve employee retention

Cost

Full Course:

The cost of a place on the Digital Transformation Programme is £4000 + Vat (per student)

Ways to pay

Payment in full: Paying the programme in full prior to the first training session/pairing with mentor there is a 15% discount applied.

Payment plan: Our payment plan has been created to allow students and businesses to spread the cost over a 6 month period.

- 25% upfront cost prior to commencement;
- £500 payments to be made on 6x specified dates over the following 6 months once training has started.

Volume discounts: Speak with a member of the team to discuss volume discounts if you wish to send a number of staff on the course and we will be happy to discuss.

Short Courses:

The price of a Training by This is Milk short course is £350 per full day of training. (See our website for discount offers)

Funding options are available: For up to date and relevant funding options please speak to a member of the team or visit our website.

What our students say

"It was one of the best training courses I have ever been on. Informative, useful, fun."

Maddie Stark | One Digital Development Worker SCVO

"Today's course was definitely a must for anyone looking to define, enhance and embed their knowledge of PM/BA roles."

Simona Davidson | Project Development The Circle Dundee

"Gamechanging"

Scott Irving | Project Manager | Calmac

"More relevant and current than BCS"
Pamela Carroll | Lead Business Analyst | Arcadis

To sign up and for further information, please contact: www.thisismilk.co.uk/training

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