

Digital Business Plan 2023

FOCUS 2023

To educate more people about 'digital', with a focus on reaching SME's

Continue to develop new and relevant resources

- The funding from CITB has come to an end but the Board agrees that digital is an important topic and will receive funding and support
- Digital innovations in the construction industry continue to accelerate and we need to keep abreast of new developments and communicate them to our audience
- We will set out a programme of workshops, webinars and conferences that highlight the opportunities that digital innovation affords – but also address some of the implantation issues

Create a next-level Digital Leadership Course

- Our award-winning Digital Leadership Course has helped more than 100 students better understand the skills needed to implement digital innovation; this course will continue
- A new Advanced Digital Leadership course will be developed that focusses on business culture and human behaviours. We are working with Cambridge University to develop this content.

KEY PERFORMANCE INDICATORS 2023/24

Deliverables	Q1	Q2	Q3	Q4	Target
Target					2023/4
Active individuals					
<i>(Individuals accessing Digital learning this FY)</i>	1000	1000	1000	1000	4,000
Active companies					
<i>(Companies accessing Digital learning this FY)</i>	375	375	375	375	1,500
E-learning downloads	1500	1500	1500	1500	6000
Learners @ training					
<i>(Number of individuals attending training and webinars)</i>	200	200	200	200	800
Virtual Conferences					
<i>(Target 1000 attendees, up from 100)</i>	0	0	0	1	1
Training workshops					
<i>(Average of 15 learners)</i>	2	2	2	2	8
Webinars					
<i>(Average of 100 learners)</i>	2	3	2	3	10
Assessments and re-assessments					
<i>(Individual)</i>	300	300	300	300	1200
Assessments and re-assessments					
<i>(Company)</i>	25	25	25	25	100

HOW DOES THE ACTIVITY SUPPORT THE 35K STRATEGY?

HOW ARE WE GOING TO GET 50% MORE LEARNERS?

<i>Activity</i>	<i>Why is this needed?</i>	<i>Who is the audience?</i>	<i>How does this benefit the sector?</i>	<i>How does this help to get people learning through the School?</i>	<i>Who can we collaborate with? (other membership organisations; trade federations etc)</i>
Keep abreast of new innovations and create content	'Digital' is changing continually and quickly	Most people in construction will be affected by digital innovations	Raises visibility of the School; enables us to broaden reach into SMEs	The more SMEs that are aware, the more can become members	Existing partners and SMEs; other LG's in the School
New digital leadership advanced course	93% of business leaders believe that the reason digital innovations do not meet expectations is not because of technological failures but more because of business cultures	CEO's, Regional heads, department heads and team leaders who are tasked with driving digital innovation	We believe technology is underpinning more and more processes in the construction industry.	We want to be the thought leaders in terms of Digital Leadership	Already collaborating with Cambridge University and Octavius; we have interest from other Tier 1s and Tier 2s to contribute.