



AI and Digital Capabilities: A Growth Catalyst for Scottish Businesses

Enhancing the digital proficiency of SMEs and deepening their understanding of AI is pivotal for bolstering Scotland's economic growth and global competitiveness. A recent study commissioned by the British Chambers of Commerce (August 2023) revealed a stark disparity: while 48% of UK SMEs have no plans to integrate AI into their operations, two-thirds of FTSE 300 companies have already adopted AI.

This highlights the urgent need to upskill SMEs to ensure they are not left behind and can seize opportunities for scale and innovation. This programme aims to bridge this gap by supporting Scottish businesses to leverage Artificial Intelligence (AI), data, digital transformation, and meta-skills for enhanced scale, innovation and productivity.

Programme Structure:

Module 1 - Digital Technologies for Business Transformation

This module delves into the world of digital technologies and their transformative impact on business processes. Participants will explore a range of digital tools and technologies, from cloud computing to big data analytics and the Internet of Things (IoT), and learn how these can be leveraged to streamline operations, enhance customer experiences, and drive business growth.

Through hands-on exercises and case studies, participants will gain a practical understanding of how to use digital technologies to revolutionise their business processes and unlock new opportunities.

Module 2- Business Applications of AI

This module will provide an introduction to AI and its applications in business, from automation to video generation, language translation and data analysis. Participants will learn how to leverage AI technologies to drive efficiency and innovation.

The workshops are designed to be practical and hands on, including live demonstrations and case studies. Attendees will leave sessions with clear action plans, practical guides, sources of reference and toolkits.

Module 3 - Meta-Skills for Business Scaling

This module focuses on the development of meta-skills, which are higher-order skills that enable individuals to adapt and thrive in a rapidly changing business environment. These skills include 'joining the dots', problem-solving, emotional intelligence, adaptability, and overcoming resistance to change. They are increasingly acknowledged as vital for business expansion.

Upon completion of this module, participants will have a better understanding of the significance of meta-skills in business growth. They will be equipped with the necessary tools to nurture these skills within their teams. A special

emphasis will be placed on securing employee 'buy-in' for new digital technologies and adhering to best practices for change management and system introduction.

This module complements the first two modules by emphasising how these meta-skills can be applied to adoption of AI and digital technologies.

Time:

This course will be delivered across a series of 6 half-day sessions. The workshops will be hosted in person in Edinburgh (details below). Virtual attendance is available upon request, however we highly recommend that delegates attend in person. This is because you will engage in group work and receive the greatest benefit from attending in person.

Dates:

- Session 1: 5th September
- Session 2: 19th September
- Session 3: 3rd October
- Session 4: 24th October
- Session 5: 7th November
- Session 6: 21st November

All sessions will take place at the Scottish Enterprise offices, Apex House, 99 Haymarket Terrace, Edinburgh, EH12 5HD from 9.30am - 12.30pm.

Who is this aimed at?

SMEs in Scotland with 7 or more staff are open to apply. This is aimed at senior decision makers within organisations, and not necessarily for those already working in a tech/IT role. It is about informing leaders who are able to affect change within their organisations.

Those interested in participating are encouraged to apply early, as spaces are limited.