Funded by
UK Government

Digital Acceleration in Professional Services

From idea to implementation – succeeding with digital technology

The use of Artificial Intelligence (AI) is rising. AI can give businesses a competitive advantage, bring efficiencies and drive value. This is just one example of a digital tool which is typically underutilised across the professional services sector, giving a huge opportunity for innovation. This programme will enable you to successfully navigate the fast-paced, complex digital landscape by providing a structured approach to digital technology adoption, harnessing expert advice and peer learning.

By participating you will develop a bespoke project plan for your firm, we will support you to form, evaluate and define this whilst simultaneously addressing change management challenges in the distinctive context of professional service firms. By understanding critical success factors, you will be empowered to make decisions required to drive adoption.

The programme will also inform the development of a blueprint for sector wide programmes of support alongside the findings of a national research project.

Programme Outcomes

By participating you will:

- Gain knowledge about how to realise a range of benefits from technology adoption, including those associated with efficiency, developing new client services and changes to business models.
- Develop a leadership approach to address the challenges of technology adoption in professional service firms
- Benefit from insights gained from the experiences of other programme participants



Programme starts 5th November 2024

To secure your place submit an application online:
lancaster.ac.uk/business/digital-acceleration

To find out more, contact: Carolyn Hayes via **c.hayes2@lancaster.ac.uk** | **07976 859986**

Preston City Council

Lancaster University

Funded by UK Government

Timetable

Inception Sessions

5th November 2024

12.30pm-7pm, (including light lunch & dinner)

6th November 2024

8.30am – 1pm

Delta Hotels, Preston, PR3 5JB

The programme kicks off with two back-to-back half day sessions that will accelerate relationship building and form a productive peer group. We will explore what it takes to effectively introduce technology and address the leadership challenges this presents. Key activities include; baseline benchmarking, measuring value, peer learning through case studies and discussing future scenarios so you can map your journey.

Future Digital Worlds

19th November 2024

8.30am – 1pm

Lancaster University Campus, LA1 4YW

Meet some of our Academics (and Practitioners) whose expertise includes sector specific AI, Data Analytics, Cyber & Data Security, New market development, Technology adoption & more. Engage in conversation about key challenges and incorporate best practice as you scope your project plans.

The Digital Toolbox

4th December 2024

8.30am – 1pm Society 1, PR1 3BY

We'll discuss the suite of digital tools that are available to the Professional Services sector and how you can identify which is the right technology for your needs.

Realising the Future Firm

14th January 2025

8.30am – 1pm Society 1, PR1 3BY

We'll cover the design process for new products, services and processes, including how to capture and convey value. We'll consider how to update your people strategy to include new roles, AI competencies and how you can redeploy talent into more meaningful roles. We'll explore new business models and creating potential value through collaborations.

1:1 Consultancy

To be arranged independently

Online

You will have the opportunity to have a 1-hour individual consultation with a Sector Technology Expert to progress project ideas and develop key implementation plans.

Leading the Way & Creating Impact with Stakeholders

5th February 2025

8.30am – 1pm Cotton Court, PR1 3BY

In this session we'll master the art of creating and communicating a compelling vision that achieves buy-in and maintains momentum. Learn to engage hearts and minds while developing new AI skillsets, ensuring your team is future-ready and fully invested in the journey ahead.

As well as the internal benefits digital adoption offers, we'll discuss how you can use it to increase client engagement, deliver an enhanced experience, build robust relationships, and create new value propositions that elevate perceived value.

Demonstrating Acceleration

26th February 2025

8.30am – 1pm Cotton Court, PR1 3BY

In our final session, we will come together to review your progress and hear from each firm on their project journey. It will be a valuable peer learning exercise as you share successes and hear how others have overcome barriers to implementation and plans for 'the Future Firm'.

Programme starts 5th November 2024

To secure your place submit an application online:
lancaster.ac.uk/business/digital-acceleration

To find out more, contact: Carolyn Hayes via **c.hayes2@lancaster.ac.uk** | **07976 859986**

Preston City Council

Lancaster University