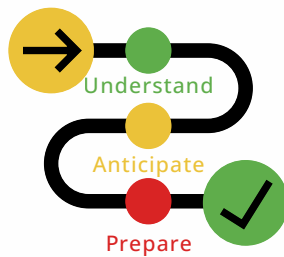


BUILDING DIGITAL TRANSFORMATION IN SMES

AN INTERACTIVE, HUMAN-CENTRED WORKSHOP FOCUSED ON INDUSTRY OF THE FUTURE TRANSITIONS

OVERALL PRESENTATION

This training scenario is designed as an interactive workshop to help SMEs' managers approach digital transformation through a human and organisational lens. Rather than focusing only on technologies, it supports participants in making sense of transformation, anticipating its effects on work, and preparing the evolution of jobs and skills in their companies.



TRAINING GOALS

- Build a shared transformation narrative
- Anticipate employee concerns
- Identify organisational effects of digitalisation
- Prepare the evolution of critical jobs and competences

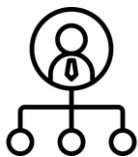
TEACHING APPROACH

The session combines conceptual input, peer exchange, guided discussion, and practical exercises rooted in participants' own organisational realities. Its approach is active and reflective, helping participants compare experiences, question assumptions, and work on outputs that can be reused in their companies.



TARGET AUDIENCE

The training is primarily intended for directors and HR managers in industrial SMEs. More broadly, it is relevant for decision-makers involved in organisational change and transformation projects in SME contexts.



Interactive format with

- Theoretical & practice-based inputs
- Hands-on exercises



Adjustable duration:

- At least 1h per module
- At least 3h for the whole workshop



Delivery setting:

- In-company
- External venue



Outputs for participants:

- Practical tools
- Action paths

BUILDING DIGITAL TRANSFORMATION IN SMES

AN INTERACTIVE, HUMAN-CENTRED WORKSHOP FOCUSED ON INDUSTRY OF THE FUTURE TRANSITIONS

1. Engage employees

2. Anticipate reactions

3. Prepare jobs evolutions

① ENGAGING EMPLOYEES IN THE TRANSFORMATION

WHAT PARTICIPANTS WORK ON

Participants reflect on how to present the transformation to employees in a clear, credible, and motivating way. The aim is to move beyond vague technological discourse and build a shared vision that balances objectives, means, and challenges.

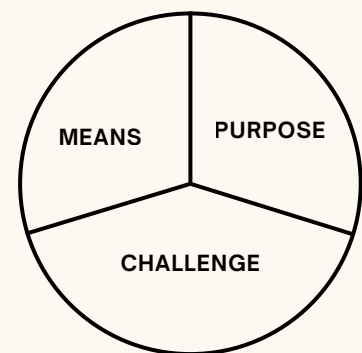
HOW THEY DO IT

Through discussion, case examples, and a short pitch-building exercise linked to their own company context.

OUTPUT

A first draft of a transformation narrative for internal communication.

ASSOCIATED TOOL



② ANTICIPATING EMPLOYEES' REACTIONS

WHAT PARTICIPANTS WORK ON

Participants identify the organisational dimensions most likely to create concern, uncertainty, or resistance during transformation. The focus is on how digitalisation may affect work coordination, roles, and relationships inside the company.

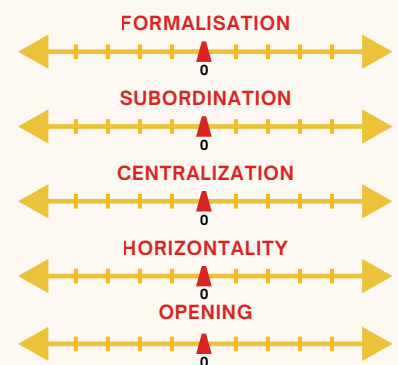
HOW THEY DO IT

Through scenarios, group exchange, and reflection on possible tensions linked to organisational change.

OUTPUT

A first map of likely employee concerns and possible response avenues.

ASSOCIATED TOOL



③ WORKING ON THE EVOLUTION OF CRITICAL JOBS

WHAT PARTICIPANTS WORK ON

Participants identify a critical job likely to be affected by digital transformation and explore how its competence mix may evolve over time. The exercise connects job-specific competences, digital competences, and soft skills.

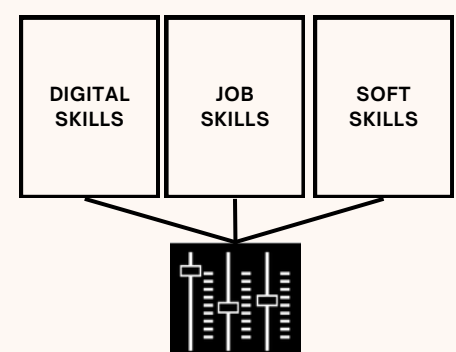
HOW THEY DO IT

Through a forward-looking exercise on future skills needs, followed by reflection on training and recruitment options.

OUTPUT

A first roadmap to anticipate competence needs in critical jobs.

ASSOCIATED TOOL



BUILDING DIGITAL TRANSFORMATION IN SMES

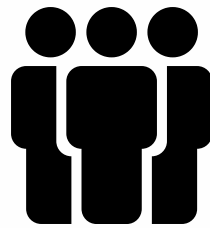
AN INTERACTIVE, HUMAN-CENTRED WORKSHOP FOCUSED ON INDUSTRY OF THE FUTURE TRANSITIONS

A SHARED NARRATIVE



Participants leave with a clearer way to communicate transformation inside the company.

A VIEW OF EMPLOYEES CONCERNS



They identify likely organisational tensions and ways to address employee concerns.

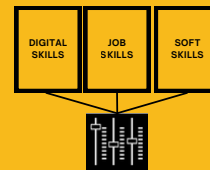
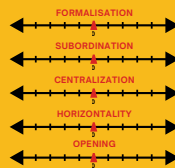
A FIRST SKILLS ACTION PLAN



They begin to anticipate the evolution of critical jobs and the competences required.

REUSABLE TOOLS AFTER SESSION

These tools are designed to support reflection and action beyond the workshop itself.



WHY THIS TRAINING MATTERS

Digital transformation in SMEs is not only a technical issue. It also affects work organisation, employee perceptions, and future competence needs. By addressing these dimensions together, the workshop helps managers prepare transformation in a more coherent, practical, and human-centred way.

FROM VISION TO ACTION: PREPARING TRANSFORMATION THROUGH PEOPLE, ORGANIZATION, AND COMPETENCES.