iMeta training

AI Skills Integrated

# Digital Leadership & Management

## With PRINCE2® Foundation

West Midlands Combined Authority

Department for Education

PRINCE2®

Your Course at a glance

# Digital Leadership & Management

Digital Leadership and Management is designed to help you lead teams and projects effectively in a fast-moving digital landscape. Aimed at aspiring leaders and managers, it provides practical tools and frameworks for guiding digital projects, managing change, and supporting high-performing teams. You'll learn how to apply PRINCE2 principles, drive innovation, and use AI for smarter decision-making, while strengthening your ethical and strategic leadership capabilities for modern, digital-first environments.

## Sector-specific AI skills included

Every course now includes AI modules, making iMeta one of the first regional providers to embed AI learning across all programmes, helping learners get ahead in the future of work

## Who is this course for?

- Aspiring leaders ready to take the next step
- Managers leading through digital change
- Returners looking to rebuild confidence in a modern workplace
- Professionals seeking structured leadership training

## Course Overview

**Duration:**
17 Weeks - Part Time

**Format:**
Live tutor-led classes

**Qualification:**
Certificate of Completion

**Funding:**
Fully Funded by the WMCA

Welcome to iMeta

# Finding The Talent In You

iMeta Training was founded in 2023 in Birmingham with a simple mission: create accessible, high-quality training opportunities for everyone, no matter your starting point.

Our small team of Trainers, learner support staff, employment and recruitment officers and operations experts have decades of experience in adult education. We recognise and remove the barriers that many adults face in the West Midlands, from financial hardship to childcare difficulties, to managing neurodivergence and addressing confidence and self-esteem.

We deliberately provide opportunities to train in fast-growing sectors, ensuring that learners have clear pathways for progressing their careers and education after they complete their course. 8 out of 10 of our learners move onto new jobs in their chosen field, secure a promotion, or continue into further education at university or through an apprenticeship.

Every part of the iMeta learning journey is designed so no learner is left behind. We find the talent in you.

# What We Stand For

We’re here to make learning more accessible, more relevant, and a whole lot more human. These are the values that guide everything we do.

## Making Learning More Enjoyable

Training should feel motivating. We design our courses to be practical, engaging, and focused on real-life outcomes, so you actually enjoy learning and want to keep going.

## Keeping Brum in Business

We’re proud to be based in Birmingham and even prouder to support local people and businesses. Whether you’re in Brum or beyond, we’re here to help you grow and thrive.

## Staying on the Pulse of Business Technology

We keep up with the latest tools, trends, and tech so our learners stay ahead of the curve. From digital skills to industry-specific know-how, we’ve got it covered.

## Encouraging Personal and Professional Growth

We go beyond teaching technical skills by fostering soft skills like critical thinking, collaboration, and problem-solving. We want our graduates to be confident and capable of taking ownership of their careers in technology.

# Learner Support

At iMeta Training, we are committed to providing tailored support for learners with Learning Difficulties and/or Disabilities (LLDD) to ensure their success throughout their learning journey.

## Initial Outreach

At the start of each course, our Trainers and Careers and Inclusion Coaches Officers proactively engage with learners who may have learning difficulties or disabilities. This outreach aims to assess the specific support they may require to thrive during their time with us.

## Personalised Support Plans

Once a learner's needs are identified, we create a personalised support plan. This is documented in our LLDD Support Forms, completed by both Trainers and Careers and Inclusion Coaches Officers. The plan may include adjustments such as additional learning resources, modified assessments, or specialised learning tools to accommodate individual needs.

## Tracking & Accessibility

Each learner's support plan is uploaded to their Personal Information and Curriculum (PICs) file, ensuring it is easily accessible to all relevant staff. This guarantees that the learner's support is consistently tracked and updated as necessary.

## Regular Check-ins

To ensure the support remains effective, we hold fortnightly LLDD Support Meetings. These meetings allow us to regularly review each learner's progress, address any new challenges, and make adjustments to their support plan as needed.

## Weekly Review Meetings

Our team—including Trainers, Admin, and Careers and Inclusion Coaches Officers—meets weekly to review learner progress, discuss ongoing LLDD support, safeguarding, and any other learner-related needs. These meetings ensure that no learner's needs go unnoticed and that all learners receive the support required to succeed.

# Career Advice and Guidance

As part of our commitment to your success, iMeta Training offers a high-quality, impartial, relevant, and confidential Careers Education, Information, Advice, and Guidance service. Once enrolled you will be assigned a dedicated Careers and Inclusion Coaches officer who will support you in:

- CV guidance and support
- Interview preparation
- Planning and organisation
- Job search tips and techniques
- Career pathway planning and support
- Motivation and confidence building sessions

# Online Learning & Support Materials

You'll be able to access all your online learning materials and support resources for this course through a Microsoft Teams account. We'll set you up with your own Teams account when your course starts, giving you easy access to everything you need to succeed. This includes things like:

- **Coursework and learning materials:** Essential materials like assignments, lectures, presentations, and helpful guides will be readily available within your Teams account.
- **Online discussions and forums:** Connect and collaborate with your fellow students and course instructors through online discussions and forums hosted within Teams.
- **Announcements and updates:** Stay informed about important course updates, deadlines, and announcements directly through your Teams account.

# Empowering the West Midlands

iMeta Training is proud to partner with the West Midlands Combined Authority (WMCA) to provide transformative IT education to learners across the region. Through WMCA's funding and support, we are able to offer accessible, industry-focused training programs that empower individuals to upskill and secure rewarding careers in the tech sector.

This collaboration allows us to remove financial barriers for learners, particularly those from underrepresented communities, and ensures that they have access to the skills and opportunities needed to thrive in the ever-evolving digital economy. Together with the WMCA, we are committed to closing the digital skills gap, fostering a diverse workforce, and driving economic growth in the West Midlands.

West Midlands
Combined Authority

# Technical Requirements

To fully participate in the iMeta training course and benefit from all its features, learners must meet the following technical requirements:

## Hardware Requirements

**Device:**
A Windows laptop or desktop is essential.
Tablets, phones, and Chromebooks are not supported.

**Operating System:**
Windows 10 or later (64-bit recommended).
Mac users may participate only if they have Windows installed via Parallels.

**RAM:**
Minimum: 8 GB
Recommended: 16 GB or more (for optimal performance)

**Processor:**
Minimum: Intel Core i5
Recommended: Intel Core i7 or better

**Storage:**
Minimum: 256 GB free disk space
Recommended: 1 TB total storage

## Software Requirements

**All software applications used in the course require Windows:**

**Microsoft Excel**
(Mac version has limited functionality for data analysis tasks)

**Python**

**SQL Server Management Studio (SSMS)**
(MySQL may be used, but it is more complex to work with)

**Power BI**
This application is Windows-only and essential for training.

## Apple Users

**Mac users must ensure they can run Windows applications.**
**Options include:**

Installing Windows Parallels to emulate a Windows environment

Preferably using a Windows laptop or desktop to avoid compatibility issues and additional costs

## Additional Equipment

**Extra Monitor (Recommended)**
Having a second screen (e.g. a monitor or TV) is highly encouraged for better multitasking during live training—one screen for viewing lessons, another for hands-on coding.

Course Content

# What You'll Learn

## Digital Leadership Foundations

- Understand the qualities of effective digital leaders
- Explore leadership styles, SMART goals, and personal development planning
- Learn ethical leadership principles and digital transformation frameworks

## Team Leadership & Wellbeing

- Foster collaboration in virtual teams
- Manage conflict resolution and team safeguarding
- Promote mental health and employee wellbeing in digital environments

## PRINCE2 Project Management

- Master the 7 principles, practices, and processes of PRINCE2
- Plan, initiate, and deliver projects using structured methodologies
- Develop KPIs, manage risks, and ensure quality assurance
- Gain hands-on experience creating project plans, PIDs, and team charters

## AI in Leadership & Innovation

- Explore AI's role in decision-making and automation
- Understand ethical boundaries and responsible AI use
- Learn how AI supports communication, risk management, and innovation
- Apply AI frameworks to enhance leadership execution and digital

## Strategic Thinking & Change Management

- Apply strategic planning tools and frameworks
- Learn time management and productivity techniques
- Understand change management models (ADKAR, KOPPERS)
- Build governance structures and stakeholder engagement strategies

# Frequently Asked Questions

## Who is this course best for?

This course is ideal for professionals who are preparing for leadership roles or want to strengthen their ability to lead teams, manage change, and deliver results in digital environments. It's suited to both emerging leaders and experienced managers looking to adapt to today's fast-paced, tech-driven world.

## What roles can I apply for afterward?

After completing the course, you'll be ready to explore early-career leadership pathways in areas such as team support, project coordination, and operational improvement. The skills gained can also strengthen your performance in a current role and help you progress towards greater responsibility over time.

## Will I need technical skills to join?

No technical background is required. This course focuses on leadership, strategy, and change management in digital settings .not coding or IT-specific tasks. It's designed for professionals from any industry or function.

## Is the course fully funded by the government?

Yes, for eligible learners, the course is fully funded, meaning there are no tuition fees and no need for student loans.

## How relevant is leadership in a digital-first economy?

Leadership is more critical than ever. As digital tools and technologies reshape how businesses operate, leaders must be equipped to guide teams through change, adopt new solutions effectively, and maintain a people-first approach. Strong digital leadership is essential for staying competitive and resilient.

## What support will I receive after the course?

After the course, you'll have access to career support, including CV guidance, interview preparation, and job search advice. You'll also gain a clear understanding of your progression options, whether that's moving into a new role, applying your skills within your current organisation, or continuing with further leadership development.

# Let's Get
# You Enrolled!

You're just one step away from starting your journey with us! To get enrolled or to ask any questions, reach out to iMeta. We are here to guide you through the process and make sure everything runs smoothly. You can reach to us by phone or email - we're excited to help you take this next step!


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