

**DIGITAL CATALYST  
REDESIGNED  
TO GET YOUR  
BUSINESS BACK UP  
AND RUNNING**



# DIGITAL CATALYST

During lockdown businesses, employees and customers have rapidly started using digital technology.

It is estimated that two years worth of 'digital adoption' has occurred in just two months and businesses that already operated in the cloud and traded online have found it easier to adapt and pivot.

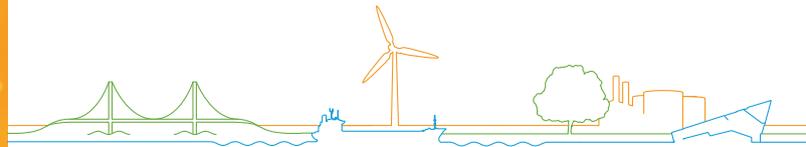
The continued use of digital technology will be critical to getting your business back up and running during the restart phase and thriving as the recovery takes hold.

Digital Catalyst has been redesigned to meet the change in business needs and to help overcome some of the current challenges.



**Digital Catalyst will support your business to get back up and running, using digital technologies and approaches to:**

- Adapt your operations to conform to social distancing rules
- Develop new ways of attracting new and existing customers
- Identify how you can continue to deliver a great customer experience
- Develop a more flexible and resilient business model
- Identify ways to reduce costs and manage cash flow
- Protect against an increased rate of cyber attacks





## Get your business back up and running in three simple steps:

### STEP 1: REVIEW

Using Winning Moves' revolutionary Digital Transformation Framework, our Digital Technology Experts will work with you to carry out a **Restart Health Check** which will consider how you can change and adapt your business model and how digital technology can help make it happen.



### STEP 2: PLAN

Following the initial review, our **Digital Technology Expert** will work with you to develop new ideas on how you can adapt and change your operations and customer journey, identify new opportunities, attract customers and develop resilience.



### STEP 3: IMPLEMENT

Our Digital Technology Expert will agree an implementation plan with you. They will **identify critical actions**, resources and finance you will need and will provide hands on support to get the ball rolling.



## Is your business eligible?

The Digital Catalyst service is designed to get SMEs in the Humber region back up and running and growing as the economy recovers from the Covid19 pandemic. Businesses must have 249 employees or less, operate in an eligible sector and demonstrate that they have the ambition to grow their business.

### Register your interest:

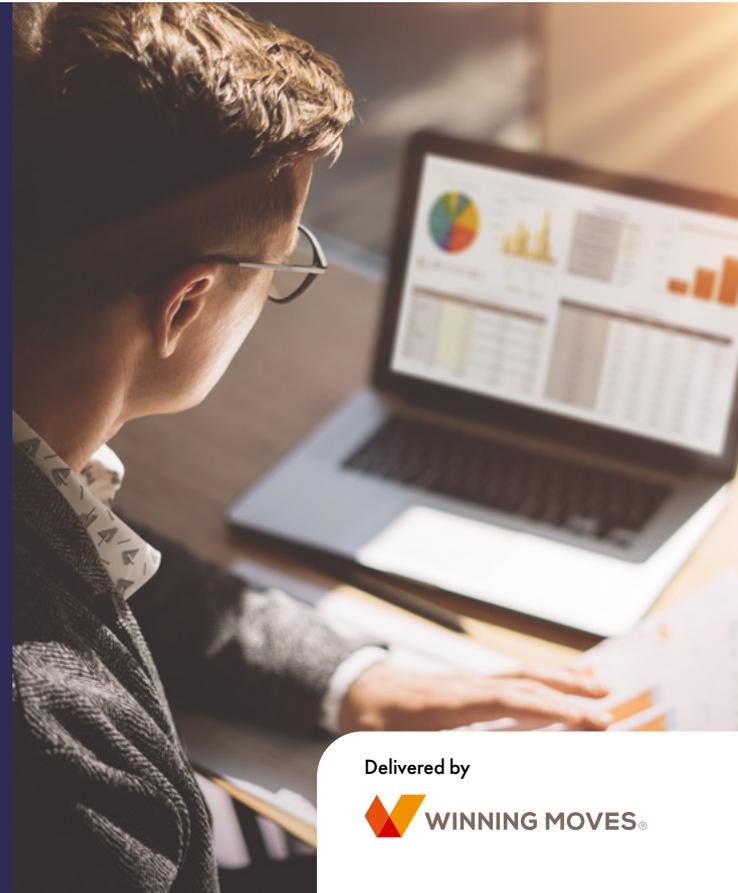
[GrowMySME.co.uk/digital-catalyst](https://GrowMySME.co.uk/digital-catalyst)

01482 612612

 **HumberGrowth**

 **Humber Business Growth Hub**

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Delivered by

 **WINNING MOVES®**