

DIGITAL TRANSFORMATION LEADERSHIP FOR CEO & SENIOR EXECUTIVE



Learn to build game-changing disruption strategies to help your organisation thrive.

PROGRAM OVERVIEW

Today's organisations are not just being driven to transform to meet the demands of digital. With the recent wave of disruption that has left many in its wake, firms now frequently find themselves competing with players outside their own industry.

This program is design for CEO, Top Business Executive and Leader, it's for leadership teams to give your firm the edge it needs and help your team achieve the competitive edge, enjoy the freshest thinking, proven insights, and practical road maps to build a stronger digital strategy for your content, customers, marketing and commerce. Leading a team or a business in times of dramatic change is tough.

Explore the game-changing technologies that are driving digital transformation across organisations and industries. This programme provides research-based insights on disruptive innovations and what it takes to build and manage successful business models in this complex era.

Learn from thought leaders, case studies, and your peers how to use these technologies to implement digital transformation across your organisation.

WHO SHOULD ATTEND

This programme offers a non-technical, broad overview of new technologies that are impacting companies across every industry. Digital transformation is an essential topic for professionals including:

- Technology managers and executives who seek to understand the technologies that drive digital transformation and how to implement them to drive digital transformation in their organisation.
- Functional managers across industries looking to master different areas of transformation and implement a strategy within their function or organisation.
- Consultants looking to understand the latest technologies driving digital transformation and create an IT strategy and technology roadmap to help their clients achieve better results.
- Senior Business executives who take part in building strategies in their organisations.

PROGRAM OUTLINE

Module 1 - Understanding the Source of Value in a Digital World

Identify sources of digital value, compare and contrast sources of value in a digital vs "offline" world, recommend steps to digitise a traditional customer journey, evaluate digital transformations for customer value, and identify service design opportunities in an organisation

Module 2: Exploring the Potential, Opportunities and Possibility of New Technology:

The Cloud and Mobile; The Internet of Things (IoT); Big Data Analytics; 3D Printing Technology; Robotics, Drone; Automation and Artificial Intelligence; Machine Learning; Blockchain Technology; Virtual reality (VR)/Augmented reality (AR) and more

Module 3: Dealing with Disruption

Understand the concept of disruption and learn about common disruption strategies.

- What is disruption, and how do we recognise it?
- Types of disruption
- Strategy in times of disruption
- Products to platforms
- Disruptive business models

Module 4: Incumbents' Dilemma

Learn the various reasons as to why incumbent businesses are unable to adapt to disruption and the challenge of scaling down.

- Dominant designs
- Why incumbents can't adapt
- The challenge of scaling down

Module 5: Changing Competitive Imperatives

Gain an introduction to the concept of ecosystems and learn to make accurate predictions of how new ecosystems are likely to evolve.

- Dealing with disruption & the irrelevance of the concept of industry
- 5 major shifts leading to new ecosystems
- Common disruption strategies

Module 6: Platform-based Competition

Learn about platform envelopment, two-sided markets and network effects, and how to distinguish successful platforms from unsuccessful ones.

- Successful vs. unsuccessful platforms
- Two-sided markets and network effects
- What do platform providers do?
- Platform pricing
- Winner-take-all dynamics
- Platform envelopment

Module 7: Platform Wars: Winning from Behind

Explore the challenges or dilemmas associated with platforms and learn to develop strategies to deal with them; understand what strategists get wrong about platforms.

- Defining platforms
- Platform dilemmas—and strategies for navigating them
- Comparison of conventional vs. platform strategy
- What strategists get wrong about platforms

Module 8: Winning Ecosystems

Explore the importance of ecosystems from the perspective of both a new entrant and an incumbent as well as the importance of mapping business ecosystems.

- What is an ecosystem?
- Exploring Selected Industry Ecosystems
- Disruption: incumbent perspective
- Disruption: new entrant perspective
- Value of ecosystems
- Mapping business ecosystems

Module 9: Business Model Innovation: Creating Winning Business Models - I

Master the concept of business model innovation through examples of law firms, fintech and banking industries. You will also learn about the 4 levels of business model innovation, namely technology, management, organisational forms, and co-creation.

- Why innovate?
- Innovation examples
- Relationship with performance
- Levers of business model innovation: technology
- Levers of business model innovation: management
- Levers of business model innovation: organisational forms
- Levers of business model innovation: co-creation

Module 10: Business Model Innovation: Creating Winning Business Models - II

Learn about business model innovation especially, in the field of news and journalism and examine the 4 business models, namely product business model, solution business model, match-making business model and multi-sided business model.

- Transformation trajectories

- Rethinking news and journalism
- Defining a business model
- Ideal type 1: product business model
- Ideal type 2: solution business model
- Ideal type 3: matchmaking business model
- Ideal type 4: multi-sided business model
- Business model thinking: who, what, and how
- Do's and don'ts of business models