€TRAINING

Digital Transformation Leadership

26 - 30 August 2024
Boston (USA)

Digital Transformation Leadership

REF: M2076 DATE: 26 - 30 August 2024 Venue: Boston (USA) - Fee: 7085 Euro

Introduction:

This training program is a strategic initiative aimed at preparing leaders to navigate and drive organizational change in the digital era. Through a blend of theoretical frameworks, case studies, and practical applications, participants learn to leverage emerging technologies and digital strategies to enhance business performance. Additionally, this program will give you an awareness of how the business environment has changed as a result of IT, as well as how savvy executives use IT to add value and outperform their rivals.

Program Objectives:

At the end of this program, participants will be able to:

- Determine how a company may use new technology to enhance sales and return on investment.

- Create a matrix of the organizational competencies required to employ new technology in business practice successfully.

- Utilize digital tools to improve a company's administration and strategy, such as mobile apps, the Internet of Things, cloud computing, and data analytics.

- Overcome the limitations and difficulties of adopting information technology by integrating business and information technology IT strategies and implementing them in the workplace IT

- Compare your company to other industrial companies and pinpoint the essential elements for performance that is above average for the sector.

Targeted Audience:

- Functional Managers.

- Project Managers.

- Senior Managers.

- General Managers.

- Heads of Department.

- Aspiring Managers who wish to develop their skills in Business Leadership.

Program Outline:

Unit 1:

Online Business Models:

- What are internet business models?

- Five Primary Types of e-Commerce Models.

- Business Models Characterizing a Variety of Digital Goods Companies.

- Building an Efficient Strategic Alignment Model.

- Factors that Constrain an Enterprise from Using Information and Communication Technology.

Unit 2:

Business Leadership in the Digital Era:

- Technology Leadership.

- Digital Leadership Challenges and Experience.

- Three Dimensions of Digital Leadership.

- Customer Needs in the Digital Era.

- Industry and Occupational Differences in Digital Skills.

Unit 3:

Designing Information Capabilities for Competitive Advantage:

- Conventional vs. Digital Competitive Advantages.

- Roles of Information Technology IT in Designing Information Capabilities that Provide End-to-End Value Chain Visibility.

- Capabilities Driving the Competitive Advantage of Companies like Walmart and Amazon.

- Outline the Ingredients of Information Technology IT - enabled competitive advantages .

- Design Supply Chains that Transform Your Cost of Operations.

Unit 4:

Technology-Enabled Disruptions:

- Leading Technological Forces Disrupting Today□s Business Environment.

- Mobile and Cloud Computing.

- Big Data and Business Analytics.

- Why industry players failed to respond to potentially disruptive changes?

- Identify Technology-led Disruptions in Your Own Industry.

- Identify Shifts Required to Respond to Disruptive Changes.

Unit 5:

Social Networks and Enterprise 2.0:

- Practical Use of Social Media.

- Internet of Things and Internet Plus.

- Network Information Technology IT that Facilitates Unstructured Interactions in Organizations.

- Leveraging Network Information Technology IT to Radically Improve Information Flows and Decision-making.

- Debates and Group Collaboration to Use Technologies.