

Digital Transformation Management («H33761»)

Whether for the development of digital strategies and modern business models, for your personal development as a digital leader or in the area of innovation and change management: this course provides you with the necessary practical knowledge.

Duration: 4 days

Price: 4'600.–

Content

1 Technology

- **Digitisation and Digital Transformation**
 - Distinction between digitisation and digital transformation
 - Requirements and roles for managing digital transformation
 - The digital trilogy
 - The three stages of digital networking: how people and machines are connected
 - What does e2e digitisation, edge computing, iBeacon or IoT actually mean?
 - Definition of the clear, deep and darknet
 - Pros and cons of networking for your business model
 - Managing in times of uncertainty – the VUCA or BANI model, etc.
- **Blockchain technology and applications**
 - Distributed ledger technology and blockchain
 - The future of Electronic Data Interchange (EDI)
 - Cryptocurrencies like Bitcoin, Ethereum and Co.
 - Modern blockchain-based forms of finance
 - Smart contracts and other blockchain applications
 - Token economy and Web 3.0
 - Gartner Group's hype cycle

2 Business models

- **Digital strategies and ambidexterity**
 - Surviving in the network economy
 - The impact of disintermediation: Who needs traders, brokers or banks?
 - Strategic management toolbox and digital strategies
 - Innovation toolbox: Customer journey, customer value matrix, pain spotting and understanding the job
 - Specific added values of the service economy, such as on-demand, omni-channel, prediction, etc.
 - Ambidexterity as a much-needed mindset for digital transformation
 - Myths of innovation
 - Starting points for (digital) change with their various advantages and disadvantages
- **Data economics and modern revenue models**
 - Sources and types of digital data
 - Developments in digital data processing (such as big data and AI)
 - What distinguishes business intelligence from artificial intelligence, a data warehouse from a data lake, data mining from process mining, etc.?
 - Common drivers of digital transformation
 - The five stages of data processing and data management – also compared to the stages of the Industry 4.0 development path
 - Monetising data – how does it work?
 - Modern revenue models: the new ways to attract customers and generate revenue

- The magic word is business model
- A toolbox for visualising and developing business models (e.g. business model and value proposition canvas)
- Data-driven applications for modern business models
- Robotics and Robotic Process Automation (RPA)
- The evolution of automation to Industry 4.0 and its benefits
- Value chain automation – automation across all business units and processes
- Automation and the future role of humans – the impact of projectisation
- **Platform economy**
 - Digital platforms and their unique competitive advantages
 - Platforms as matchmakers
 - Positive and negative network effects
 - Four generations of platforms and ecosystems
 - Scalable business models – why are they so coveted by investors?
 - Toolbox growth strategy for platforms: Follow the Rabbit, Single Side, Piggyback, Seeding and more
 - Blitzscaling and growth hacking
 - Fragility of platforms
 - Platforms, System Integrators and Functional Specialists
- **Disruption and toxic business models**
 - New digital technologies such as augmented/virtual and mixed reality (digitally extended realities and the meta-economy), additive manufacturing (3D printing) and quantum computing
 - How do all these digital technologies interact with each other?
 - Disruptions and new roles in the value chain
 - Do It Yourself 2.0: The impact of distributed manufacturing and the creator economy
 - Outsourcing versus insourcing – the power of core competencies
 - Metaverse and metaverse business models
 - Technology push or market pull – who creates disruptive innovations?
 - What is the role of vertical and horizontal innovation?
 - Disruptive or toxic business models for those who are not careful
 - Disruption and new customer groups

3 Leadership and Change Management

- **Agility and adventurousness**
 - Agility in the sense of agility, speed and efficiency
 - Overview of the different agile (management) methodologies
 - Practical agility tools (such as MVP, iterations, increments and pivoting)
 - Agility toolbox: Kanban, Lean Startup and different Scrum frameworks
 - Business plan and business case in the context of agile cloud
 - Adventurousness and pushing boundaries
 - Traditional growth strategies and modern market innovations
 - Paradigm shifts in the context of disintermediation, disaggregation and dematerialisation
 - Tools and methods for creativity: Design Thinking, Moonshot Thinking, Google Dreaming and many more
- **Change management and culture change**
 - Antifragility and resilience
 - Barriers to change and how to overcome them
 - Viral change using the submarine strategy
 - Change management toolbox: Leading and implementing change processes successfully
 - Digital transformation managers as promoters, Scrum/OKR masters or product owners
 - The agile project management methodology Scrum with its processes and roles
 - Critical success factors of change
 - Enterprise and work environments 2.0 – successfully breaking down silo thinking
 - The principle of autonomy and physical ownership

- Are you ready for the digital driver's seat?
- **Leadership of agile structures**
 - Holacracy – the power of circles
 - Hierarchies and positions matter less than roles and skills
 - The downsides and myths of agility
 - Digital leadership alignment – managing decentralised, agile structures
 - A toolbox for managing agile structures: OKR, LeSS, SAFe, etc.
 - Digital transformation roadmap
 - Startup economy, unbundling and risks of startups
 - Your role in the digital transformation
 - Lessons learned and best practices

Key Learnings

- Gaining an in-depth overview of the megatrends and developments of the digital economy and the impact of digital (r)evolution on industries and companies
- Becoming familiar with a variety of practical approaches and methods for successfully presenting and developing digital strategies and business models
- Enhancing your personal profile and expertise beyond traditional and modern management approaches and developing your personal skill set of innovative and proven tools and methodological knowledge as a digital leader
- Acquiring classic and agile tools to successfully transform your own organisation and become a driver and enabler of digital change in your own business
- Working on your own profile as a digital transformation manager with the help of an experienced, interdisciplinary team of experts

Methodology & didactics

Impulse contributions, best practices, discussions and exchange of experiences in the group

Target audience

This course is aimed at specialists and executives from the areas of strategy, business development, IT, research and development, executive management, management and consulting who want to position themselves as leaders in digital transformation through comprehensive know-how.

Additional information

This training can also be offered virtually upon request.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-leadership-soft-skills/management-leadership/course-digital-transformation-management