

Blockchain Strategy Masterclass



MBSTM
Academy

Overview

Blockchain, often wrongly seen as a Bitcoin equivalent, is one of the emerging technologies that can help solve the *trust*, *integrity* and *speed* puzzle for an organization. These three concepts are inherently built into the Blockchain as a technology, since its main attributes are transparency, durability, robustness and increased speed of processing transactions.

Regardless of all benefits promised by Blockchain, the question on most executives' and directors' minds is "*This is great, but how do we start with it*". First thing to keep in mind here is, the starting point for a Blockchain initiative must be the Boardroom and the C-Level Suite, not the technical department.

This Masterclass is designed to introduce Blockchain, its concepts, benefits and applications to senior leaders and Board Directors. At the Masterclass the participants will learn how to introduce Blockchain in a systematic way in their organisations and develop a blueprint for an organizational Blockchain strategy.

Major Benefits of Attending

After completing this Masterclass, you will:

- Understand how Blockchain can assist organisations to increase trust in the eyes of their stakeholder and the speed of delivering their services or products;
- Familiarize yourself with Blockchain basics, its applications and real-life success stories;
- Acquire the skills to start incorporating Blockchain successfully into current business processes;
- Understand the components of a Blockchain Strategy and how to formulate and execute one;
- Develop a blueprint of Blockchain Strategy for your organization.

Intended Audience

This Masterclass is suitable for the following professionals:

- Board Director
- Chief Executive Officer
- Chief Financial Officer
- Chief Marketing Officer
- Chief Operating Officer
- Chief Digital Officer
- Chief Innovation Officer
- Chief HR Officer
- Chief Customer Officer
- Chief Innovation Officer
- Chief Technology Officer
- Chief Data Officer
- Managers and Executives
- Strategy and Innovation Professionals

Duration: 4 hours

What You Will Learn

- What is Blockchain – definition, uses, success stories;
- The business rationale for Blockchain, based on real-life case study analysis;
- Round-table discussion: Challenges in your industry/organization and how Blockchain can provide a competitive advantage;
- The building blocks of formulating and executing organisational Blockchain Strategy;
- Practical Work: Developing a *blueprint* for Blockchain Strategy.