

Digital Transformation Strategy Masterclass



MBSTM
Academy

Overview

Today's senior leaders and Board directors face a critical dilemma - embrace digital transformation and remain a leader or embrace the status quo and become a laggard.

Surveys done by Bain & Co, a leading management consultancy, show that across every industry, revenues at digital leaders grow more than twice as fast, as those at the laggards. And, profits follow a similar pattern.

However, the biggest challenge is in capturing these opportunities. Of all participants in the surveys, only 5% achieved or exceeded expectations, while 20% produced less than half of the desired outcome.

This masterclass is designed to allow senior leaders and Board Directors get an understanding of the opportunities, success factors and pitfalls in digital transformation, analyse real-life success stories and create a blueprint of digital transformation for their organisations.

Major Benefits of Attending

After completing this Masterclass, you will:

- Understand what are the key business drivers for digital transformation;
- Understand the steps involved in planning and executing a successful digital transformation;
- Identify the essential resources necessary for a digital transformation and how to access them;
- Gain an insight what processes you should focus on first;
- Develop a blueprint for digital transformation in 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

- The Business Drivers for Digital Transformation
- Round-table discussion: Digital Transformation in Your Industry/Organisation
- Key Elements of a Digital Transformation Strategy
- Critical Success Factors in Digital Transformation
- Implementation of a Digital Transformation Strategy
- Practical Work: Preparing a Blueprint for Digital Transformation