

Woxsen
Executive
Education



Digital Transformation Masterclass

Equipping leaders with the tools
and strategies to drive successful
digital transformation

Program Overview

The “Digital Transformation Masterclass” Executive Education helps senior leaders to learn how to survive and thrive in the era of digital technologies & be disruption proof and future ready. Business and digital transformation is a continuous journey for any organization to stay relevant and competitive. For the long run survival of any organization, they must continuously transform products & services, customer experience, manpower, business models and culture, etc. Hence, we need to be aware of Digital Transformation and how it can help.

This Digital Transformation Masterclass is proposed to be 30 hours online class or a 3-days residential master class at the university campus with 70 % fixed and 30 % percentage customized content, depending upon the participants' learning objectives. The digital transformation masterclass will also involve hands-on exercises on DT Readiness of their organization, new ideas generation, new business models and digital products & services after understanding the current business challenges of the participant's organization.



Program Modules

Module 1

- Current context in the field of Digital Transformation Imperatives of digitization, digitalization, and digital transformation
- New economic order and increased importance of change management
- Digital Transformation introduction and overview
- Activity - Digital Transformation readiness assessment survey
- New digital product & services business models
- New digital strategy framework
- Case studies & discussions:
 - Popular case studies of success & failures of digital transformation
- Participants organizations business challenges & objectives identification
- Activity: Identifying top five business challenges

Module 2

- Introduction to the 12E 75C framework of digital transformation
- Major Elements & components of Digital Transformation
- Critical success factors of Digital Transformation projects
- Activity: To identify future products, future segments, future industries and future business opportunities
- Leadership mindset, innovations, speed, agility & completion focus
- Introduction, application & management perspective of new emerging technologies towards the brand's business challenges:

- Artificial Intelligence
- Machine Learning
- Robotics Process Automation
- Big Data, Analytics and cloud computing
- Blockchain

Module 3

- New-age pricing and client engagement models
- Omni-channel marketing and 360-degree support for better customer experience
- How to innovate and generate new ideas?
- Activity: Building an innovation strategy grid for your organization
- How to engage existing employees in the process of transformation?
- Activity: To assess the leadership mindset
- What does it take to be a digital-first organization
- Strategies to attract, hire and motivate Generation Z employees
- Digital Transformation project budgeting, roll out & governance process
- Activity: Participants' & Trainers perspective of new ideas for transforming participants organization

Who Should Attend

This program is ideal for SVPs, CXOs, Business unit CEOs, P&L & function heads, business & digital transformation team members, innovation, coaches, strategy & change management experts, board members, promoters & directors etc.

Learning Outcomes

Upon the completion of this Masterclass, participants will be able to :

- Understand and evaluate the readiness of their organization from a digital transformation point of view.
- Identify and prioritize the top five business challenges of their organizations.
- Understand a new and comprehensive framework of digital transformation.
- Apply the knowledge of emerging digital technologies for creating new revenue streams for their businesses.
- Generate new innovative ideas and map their organization's innovation efforts
- Better understanding of their leadership mindset
- Create new business models / products and services ideas for their business at the end of the masterclass

Faculty



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