



Course	Digital Business Transformation
Instructor	Certified American Academy Instructor
Certificate	International Business Strategy Professional
Descriptions	Digital innovations such as big data and analytics, cloud and mobile solutions, social media, and the Internet of Things are changing the dynamics of competition across industries. Business leaders know they must transform their organizations in response, but they do not know how. Having the right technologies in place is important, but not sufficient. The full benefits of digital transformation can only be realized through a clear understanding of digital technologies, a visionary digital strategy, appropriate organizational change, and extensive capability building. Digital Business Transformation will help participants assess how their company should evolve to extract the most value from digital technologies and business models. Participants will analyze if and why their companies should transform, to what extent, and how participants should do it. Benchmarking yourself against companies that have both failed and succeeded, participants will define what degree of digitization is required – business model, structure, people, processes, IT capability, products and services, stakeholder engagement – and what resources and capabilities which are needed to make the change happen. By the end of the program, the participants will have developed a powerful digital business model that responds to the needs of the internal and external stakeholders of the participants' organizations. The program will combine case studies, lectures, discussions, deep dive sessions, technology demonstrations and challenge projects to deepen participants understanding of the digital



	opportunities and threats that have the power to transform their business. The participants will be immersed in the latest digital tools and trends to help participants to discover new ways to create value for participants' customers such as: • Analytical tools and applications • Mobile tools and applications • Platforms to build shareable digital capabilities • Social media applications
Objectives	After the completion of the training, participants are expected to have the digital business transformation insights and capabilities such as: • Develop digital strategy that leverages organization competitive advantage and preserves it for the future • Adapt the structures and processes of the organization to take advantage of digital opportunities and reduce digital threats • Recognize new digital technologies that will impact participants' business organizations • Identify new products and markets that can be accessed through digital technologies • Roll out the capability development process to support the digital change in the participants' organizations • To become a digital leader, organizations must develop digital business agility, which combines hyperawareness, informed decision making, and fast execution
Target Audience	The Digital Business Transformation training and certification by <i>International Board of Standards</i> is designed for business leaders and senior managers from all business areas, such as marketing, operations, IT, and strategy, who wish to develop a strategic roadmap for digital business transformation in their organizations.



Duration	3 Days
Course Descriptions	
• Strategic Leadership ○ Innovation ○ Marketing ○ Strategy ○ Economic Industrial Analysis ○ Political Economy ○ The Role of Digital Terchnology in Changing the World ○ Winning Digital Growth strategies • Execution Leadership ○ Finance ○ Operation ○ Sales ○ Human Resourse ○ Information Technology ○ Change in Digital transformation project • Stakeholder Leadership ○ Governance ○ Sustainability ○ Organization Design ○ Communication ○ The 7 Principles of Digital Principles Strategy • Personal Leadership ○ Team leadership ○ Interpersonal leadership ○ Self Leadership ○ Ethics	
Case Studies	The participants will be involved in the simulations as related to the actual topics of case studies such as: <i>radical business change, testing proposition before going to market, closing the capability gap, and etc.</i>