

LEADING DIGITAL TRANSFORMATION

June 25–27, 2019
December 4–6, 2019
ESMT Berlin

RESPOND TO THE URGENT NECESSITY
OF BEING ABLE TO LEAD THE BUSINESS
IN DIGITIZED MARKETS.



Executive Education
Ranking 2018



DOROTHEA WALTER, LDT Program Director

LDT FACULTY

DOROTHEA WALTER (PROGRAM DIRECTOR)

After more than 10 years in International Education and international project management, Dorothea's interests revolve around communication in organizations, mindfulness and positive psychology in management, self-leadership, and entrepreneurial processes. She's enthusiastic about researching new educational opportunities. Having earned an M.A. in Literature and International Political Science, and a PhD in American Literature, Dorothea has taught Humanities as Associate Professor in Higher Education in Washington State before being contracted by Microsoft as an Instructional Developer. Here, she designed high-end course curricula, e.g. for the Microsoft Ventures Accelerator program, Microsoft Education etc. Most recently, Dorothea served as Academic Program Director at the University of California Santa Barbara Professional Education, where she oversaw all international and executive education programs.

SANDRO GAYCKEN

is director of the Digital Society Institute Berlin at ESMT and a technology and security researcher exploring the nexus of digital technology, economies, politics, and society. Sandro's research focus is on cyberstrategy, cyberdefense, and cybersecurity. He works as a consultant and reviewer for the

German Bundestag, several German ministries, international institutions such as EU, UNO, EAEA, and NATO, as well as for several DAX companies and unions. He has published four monographies and more than 60 articles, regularly writes op-eds in leading newspapers, and has authored official government publications. He is a fellow of the Oxford Martin School, an EastWest Senior Fellow, an associate fellow of the German Council on Foreign Relations (DGAP), a member of the benchmarking group INBENZHAP for Industrie 4.0, a director for strategic cyberdefense projects in the NATO SPS Program, and editor-in-chief of the Springer Science Briefs in Cybersecurity.

MARTIN KUPP

is an associate professor for entrepreneurship at ESCP Europe, Paris, and a visiting professor at ESMT Berlin and EGP Business School in Portugal. Before that, Martin worked as a program director at ESMT Berlin and a lecturer and research assistant at the University of Cologne, where he also received his doctoral degree. Martin's areas of expertise lie in strategic innovation, competitive strategy, and organizational creativity. Martin's current research interests focus on the relationship between the arts and business, business strategy in technology markets, and strategic and technology-enabled innovation. Martin's recent publications have focused on these areas and appeared in *California Management Review*, *MIT Sloan Management Review*, *Business Strategy Review*, *Info Journal*, *Financial Times*, *The Economist*, *The Economic Times of India*, and the *Wall Street Journal*. He acts as a tutor for the European Case Clearing House, where he teaches case writing and case teaching at academic institutions around the world.

TUITION*

June - €3,800 | December - €4,200

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

* Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:
www.esmt.org/gtc

WHO SHOULD ATTEND

Executives at middle- and senior-management levels who are currently in a digital transformation phase or who foresee digitalization as having a significant impact on their business models, organizations, and leader–follower relationships.

INDIVIDUAL KEY BENEFITS

Participants will be confronted with challenging perspectives about what digitalization actually is and how it will affect their current business and leadership behaviors. After discovering that their former experiences and accumulated knowledge are not sufficient for maintaining leadership excellence, participants will be open to acquiring new methods and skills that will assist them in guiding their businesses in new directions.

ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented. This means that participants profit from the current research being applied in business today, research that can be implemented once participants return to their organizations. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global business contacts.

Leading Digital Transformation (LDT) provides participants with insights and impulses to understand, and respond to, the need to effectively lead businesses within increasingly digitalized markets. LDT addresses digital culture, innovations, and leadership aspects and thus tries to provide a well-rounded overview of the complexity of the phenomenon Digital Transformation. The program also encourages participants to become drivers of change in their companies by developing new mindsets and behaviors within teams and departments. Through interactive and experiential learning, LDT helps participants understand not only the “what” of digitalization but also the “how” of becoming an excellent leader for a digitalized future. LDT covers the understanding, adaptation, and immediate application of newly gained knowledge in a state-of-the-art approach. Participants will be guided through a learning journey that is rich in new business perspectives and impactful leadership approaches.

TOPICS INCLUDE

- ✓ Making sense of digitalization
- ✓ What are the disruptive technologies: future and current innovations
- ✓ What is a digital leader: working with (big) Data
- ✓ Leadership challenges of an agile organization
- ✓ How to lead culture in a digital age
- ✓ Understanding cyber securities and the leadership implications
- ✓ Looking to a digital future

METHODS

We have designed an experience-based program for executives. As a result, LDT relies on methods specifically chosen for this group, including interactive sessions, creative workshops, and serious learning games.

LDT PARTICIPANT GROUPS

REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

CEO/General Manager, Director Loan & Deposit Products,
Factory Manager, Head of Business Unit,
Head of Controlling, Head of Finance Optimization,
Head of Team HR Strategy & Mission Statement Partner,
Program Manager Digital Transformation,
Regional Compliance Officer, CFE, Senior Director,
Senior Manager, Vice President

COMPANIES REPRESENTED INCLUDE

Allianz, B.Braun Melsungen, Deutsche Bank,
EIT ICT Labs Germany, MAN, Lufthansa, pom+Consulting,
Robert Bosch, thyssenkrupp, TRUMPF Maschinen,
UniCredit Bank, W.O.M. World of Medicine

COUNTRIES REPRESENTED INCLUDE

Austria, Brazil, China, France, Germany,
Russia, Switzerland

POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

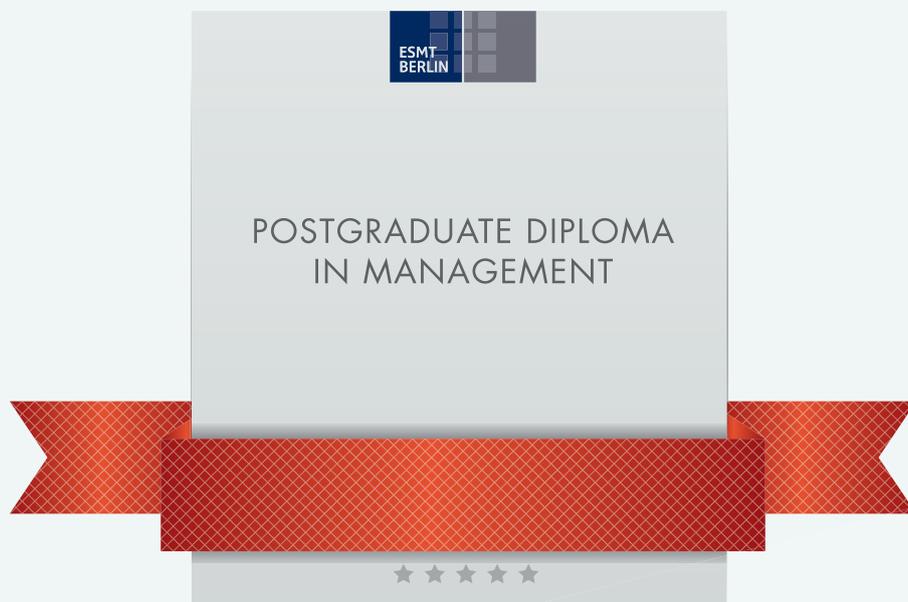
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Leading Digital Transformation is part of the cluster Leadership and Social Responsibility and counts toward 3 of the 18 days necessary to gain the diploma.



For more information go to:
www.esmt.org/postgraduatediploma



ADMISSIONS MANAGER

Our admissions manager, Annabell Jahr, will be glad to answer any questions you might have regarding this program.

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annabell.jahr@esmt.org



PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Sandra Issa.

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