DELIVERING ON DIGITAL

July 2 – 3, 2020
ESMT Berlin

REALIZING DIGITAL TRANSFORMATION AMBITIONS
As an organization looks to leverage the opportunities of digital technologies and become a so-called digital enterprise, victory is determined not so much by successfully deploying technology as it is about making fundamental changes to an organization. This will include reimagining processes, introducing new ways of working, becoming data driven in decision making, focusing on employee experience, re-aligning accountabilities, altering funding models and introducing more relevant metrics. It may also demand dealing with the technical debt that has accumulated due to legacy systems. Perhaps the most difficult of all changes to make will be changing mindsets and corporate culture.

The aim of this program is to help participants plan, set-up and run their digital transformation initiative in ways that increase the likelihood of expected business outcomes being achieved.

TOPICS INCLUDE

- Defining the building blocks of the digital enterprise
- Selecting the right operating model
- Understanding how digital investments create real business value
- Identifying the best pathway to achieve your digital ambitions
- Dealing with legacy systems and technical debt
- Mapping a digital transformation journey
- Identifying and overcoming obstacles
- Analyzing stakeholders and building strategies
- Defining metrics and re-assigning responsibilities
- Building robust and realistic business cases
- Designing initiatives to accommodate different types of digital investments
- Rethinking the role of the IT department

METHODS

This program relies on methods specifically chosen for executives, including business cases, interactive lectures, group work, and discussions with peers and faculty.

WHO SHOULD ATTEND

The program is designed for those executives leading digital transformation initiatives. It will also appeal to anyone either sponsoring or responsible for implementing technology projects.

INDIVIDUAL AND ORGANIZATIONAL BENEFITS

Gain a comprehensive understanding of what it takes to be successful in digital transformation. A key emphasis is providing frameworks and tools to help uncover, map, plan and manage what it will take to achieve expected outcomes. All ESMT programs are practice-oriented. Participants profit from the current research being applied in business today, research that can be implemented once participants return to their organizations.
I particularly appreciated that the program kept a high strategic level, with change and transformation as focal point.

Excellent content, great moderation energy.

Good mix between theory and practice.

Super generic tools as ‘food for thought’ and implementation of next digital steps.

I have got a good understanding what the key elements are when it comes to digital transformation initiatives.

I like Joe’s way to present – he is completely locked in the topic, enthusiastic with a very deep knowledge. For every topic / question he was able to give real live examples.

Participants of the 2019 cycle
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 18 program 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 advise participants throughout their studies. Programs are offered in both German and English.

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

Delivering on Digital is part of the cluster Managing Technology and Strategy and counts toward 2 of the 18 days necessary to gain the diploma.

TUITION: €2,600 *

Tuition fee includes program attendance, all materials (usually in electronic form), any online access and the certificate of attendance. Travel costs and a daily delegate fee are not included.

*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.

For general terms and conditions, and details on the application process please go to: execed.esmt.berlin/gtc

CONTACT US

Our admissions team office will be glad to answer any questions you might have regarding this program.

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