

BUILDING A DIGITAL STRATEGY

June 28 – 29, 2021
Berlin

EMBRACE DIGITAL TECHNOLOGIES



Executive Education
Ranking 2020

PARTICIPANT GROUPS

REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

CEO, Director,
Geschäftsführender Gesellschafter,
Innovation Leader,
Head of Digitalization and E-Commerce,
Head of Technology, Principal Consultant,
Sachbearbeiter, Senior Expert,
Senior Financial Analyst, Vice President

COMPANIES REPRESENTED INCLUDE

Actos Soft Europe, Allianz, Bülow & Consorten,
Daimler, Clariant, Deutsche Bank,
Deutsche Telekom, EADS Deutschland,
hpbberlin Ingenieure für Brandschutz, Huawei,
lekker Energie, PostNord, thyssenkrupp,
UNICORP Unión Comercial Corporativo

COUNTRIES REPRESENTED INCLUDE

Azerbaijan, Belgium, Canada, El Salvador,
Germany, Indonesia, Liechtenstein, Norway,
Slovakia, Switzerland, Thailand, UK

KEY BENEFITS

This program will help you address the key questions of where, when, and how to invest in digital. You will gain a thorough understanding of the impact of digital technologies for operations and competitive strategy. The program will establish a frame of reference for considering digital in a strategic and operational context, provide a language to discuss opportunities and challenges, and present an approach and a toolset to aid in crafting a digital strategy. All ESMT programs are practice-oriented. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global contacts.

Without a doubt, information technology is one of the biggest disruptive forces confronting organizations and their leadership teams today. And it is not just large organizations but organizations of all sizes, including the public sector, that are being impacted by the inexorable advances in technology. Most businesses today are – or, at least, are becoming – digital businesses. It seems that no industry is immune to the realities in which business models, business processes, value propositions, customer experiences, products, and services have been, or are being, transformed by cloud computing, mobile, analytics, big data, the internet of things (IoT), artificial intelligence, blockchain, and other digital technologies.

It is therefore paramount that all organizations have a strategy that clearly maps out how the organization plans to leverage digital technologies, not just for competitive purposes but also to manage and run operations. How can you assess the disruptive impact of digital technologies? How do you chose the best digital business model for your business? But how do you go about building this strategy? What should such a strategy contain? And who should be responsible for developing this strategy?

TOPICS INCLUDE

- ✓ Digitalization, digital transformation, and what it means to be digital
- ✓ How digital technologies are disrupting competition and redefining industries
- ✓ The enabling and shaping effects of technology and implications for strategy
- ✓ Leveraging data and analytics
- ✓ New business models, platforms, and ecosystems
- ✓ Innovating products, services, processes, and customer experiences with digital technologies
- ✓ Components of a digital strategy
- ✓ Tools, techniques, and approaches for building a digital strategy
- ✓ Organizing for digital innovation
- ✓ Actively managing the technology investment portfolio
- ✓ Leading digital transformation
- ✓ Building digital capabilities
- ✓ Prioritizing spending on digital

METHODS

We have designed an experience-based program for executives. As a result, the program relies on methods specifically chosen for this group, including business cases, interactive lectures, group work, and discussions with peers and faculty. All participants will receive a copy of Prof Peppard's book *The Strategic Management of Information Systems: Building a Digital Strategy*.

WHO SHOULD ATTEND

Executives focused on helping their organizations embrace the opportunities that digital technologies offer, both operationally and strategically.

JOE PEPPARD,
Program Director

FACULTY

JOE PEPPARD (PROGRAM DIRECTOR)

is a visiting professor at ESMT Berlin and principal research scientist at MIT Sloan School of Management. Additionally, he is an adjunct professor at the University of South Australia.

With his reference discipline in information systems, Joe researches, teaches, and consults in the domains of IT leadership, digital strategy and innovation, the execution of digital transformation programs, and in the role, structure, and capabilities of the IT unit in contemporary organizations. In an industry powered by fear, uncertainty, and doubt, and where hype is all too common place, he seeks to help business and IT leaders make sense of it all and navigate an appropriate route through what is an increasingly complex landscape. His research focuses on contemporary issues and challenges that managers face in an environment of accelerating technological change.

Findings from his studies have been published in leading journals such as the *European Journal of Information Systems*, *MIS Quarterly Executive*, *MIT Sloan Management Review*, and *Harvard Business Review*. He is associate editor of the *International Journal on IT/Business Alignment and Governance*, and an editorial board member of the *European Management Journal*, the *Journal of Strategic Information Systems*, and *MIS Quarterly Executive*.

In his consulting, Joe has worked closely with senior executives and board members of large, complex organizations in both the public and private sectors, advising them on IT and strategy-related matters, leveraging information, and on how to unlock business value from their IT investments. He also works with a number of technology companies by helping them with their strategies, market positioning, and growth.



Excellent sessions, very good content, very helpful for my role – can strongly recommend the program.

There is a lot that I can take back from the two days to drive the strategy discussion at work.

Very good combination of presentation, case studies, and breakouts.

Participants of the 2019 cycle

KEY FACTS ABOUT ESMT OPEN PROGRAMS



TUITION: €2,600*

Tuition fee includes program attendance, all materials (usually in electronic form), any online access and the certificate of attendance.

*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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POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

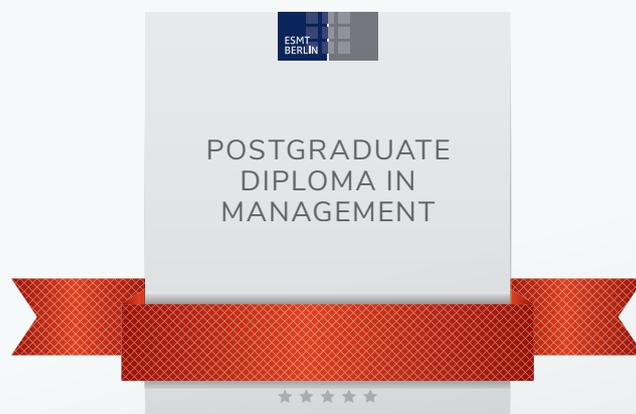
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

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 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.

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



For more information go to:
execed.esmt.berlin/diploma

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