DECODING DIGITAL: BUILDING A DIGITAL STRATEGY

June 28 – 29, 2021
Online

EMBRACE DIGITAL TECHNOLOGIES
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) 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
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.

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

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