LEADING DIGITAL TRANSFORMATION

October 27 – 30, 2020
March 16 – 19, 2021
October 19 – 22, 2021
ESMT Berlin

GET AHEAD OF DIGITAL DISRUPTION
This program equips leaders to take charge of digital transformation in their organization and drive change effectively. Participants will dive into strategic, operational and leadership aspects of digital transformation to help them assess how their company can evolve to extract the most value from digital technologies and business models. They acquire a solid tool kit to master key aspects of the journey, from talking to their data scientist to changing behaviors. Participants leave with an individual action plan, ready to make the transformation happen in their company.

**TOPICS INCLUDE**
The program covers strategic, operational and leadership aspects of digital transformation, including

✓ Approaching digital transformation with a framework
✓ Crafting your transformation path
✓ Transforming business models
✓ Building a digital innovation ecosystem
✓ Leveraging data and managing technology
✓ Leading transformational change
✓ Agile leadership – balancing the old and the new
✓ Building an agile and learning organization

**METHODS**
This blended program combines a short, optional webinar with 3.5 days of face-to-face sessions, including interactive classes, hands-on workshops, company guest speakers and case discussions. The optional webinar is designed to get interested leaders up to speed with disruptive technologies and their applications.

**KEY BENEFITS**
✓ Robust tool kit for leading digital transformation in your business
✓ Individual action plan and practical guidance
✓ Learning from diverse, high-caliber faculty and practitioners
✓ Peer exchange and networking
✓ Best practice cases
The program is very rich with information and latest trends in digital transformation. It is designed in a way, that you can easily network with people in the program to exchange experiences, and the people looking after the program are highly professional.

2019 program participant
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.

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.