

IMPLEMENTING DIGITAL TRANSFORMATION INITIATIVES

ESMT
BERLIN



Location

hybrid: ESMT Berlin or online



Tuition fee*

€2,600



Language

English



Duration

2 days
July 1 – 2, 2021



Certificate

You receive a certificate upon completion of the program.

Postgraduate Diploma in Management

The program counts toward 2 of the 18 days necessary to receive the diploma.



execed.esmt.berlin/digital-initiatives

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. These will include reimagining processes, introducing new ways of working, becoming data-driven in decision making, enhancing employee experience, realigning 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 change to make will be changing mindsets and corporate culture. The aim of this program is to help you plan, set up, and run your digital transformation initiative in ways that increase the likelihood of expected business outcomes being achieved.

Who should attend the program?

Executives leading digital transformation initiatives. It will also appeal to those sponsoring or responsible for implementing technology projects.

Key topics

- Defining the building blocks of the digital enterprise
- Selecting the right operating model
- Identifying the best pathway to achieve digital ambitions
- Dealing with legacy systems and technical debt
- Analyzing stakeholders and building realistic change strategies
- Defining metrics and reassigning responsibilities
- Designing initiatives to accommodate different types of digital investments

Teaching methods

Interactive lectures

Business cases

Group work

Discussions and exchanges with peers and faculty

Implementing Digital Transformation Initiatives

Day 1

- How tech delivers real business value
- Pathways to digital business transformation
- Benefits management: unlocking expected business outcomes
- Matching investment types with implementation approaches

Day 2

- The building blocks of digital organizations
- Orchestrating digital transformation: toward a Value Management Office
- Leading Digital Transformation

Key benefits

- ✔ Understanding how digital investments create real business value
- ✔ Gaining a clear understanding of what it takes to be successful with digital transformation
- ✔ Learning and applying tools and techniques that allow the realization of expected business outcomes

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



Joe Peppard

Faculty

Joe Peppard

is a visiting professor at ESMT Berlin and principal research scientist at the MIT Sloan School of Management. 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 leading organizations.

Contact

ESMT Berlin

programs@esmt.org
+49 30 212 31-31 30



It is great to have a better understanding of the challenges that many corporations face in their digital transformation journeys and to explore new ways to manage digital transformation investments in a way that maximizes the value delivered.

Cem Aydin,
Product Owner,
Allianz Türkiye