

BUILDING A DIGITAL STRATEGY

ESMT
BERLIN



Location

hybrid: ESMT Berlin or online



Tuition fee*

€2,600



Language

English



Duration

2 days

June 28 – 29, 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-strategy

Without a doubt, information technology is one of the biggest disruptive forces confronting organizations and their leadership teams today. It seems that no industry is immune to the realities in which business models, business processes, value propositions, customer experiences, products, services, and management practices have been, or are being, transformed by social media, analytics, big data, 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. But how do you go about building this strategy? How can you assess the disruptive impact of digital technologies? What should such a strategy contain? Moreover, who should be responsible for developing this strategy?

Who should attend the program?

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

Key topics

- Components of a digital strategy
- The enabling and shaping effects of technology, and the implications for strategy
- New business models, platforms, and ecosystems
- Innovating products, services, processes, and customer experiences with digital technologies
- Organizing for digital innovation
- Actively managing the technology investment portfolio
- Prioritizing spending on digital
- Leveraging data and analytics
- Leading digital transformation

Teaching methods

Interactive lectures

Business cases

Group work

Discussions and exchanges with peers and faculty

Building a Digital Strategy

Day 1

- How “digital” changes strategy
- Determining a winning digital business model
- Identifying your source of competitive advantage
- Crafting a strategy for digital investments

Day 2

- Accelerating digital transformation: learning to “test and learn”
- Managing the portfolio of digital investments
- Pathways to digital business transformation
- Leading digital transformation

Key benefits

- ✔ Establishing a frame of reference for considering digital technologies in a strategic context
- ✔ Gaining a thorough understanding of the impact of technologies on operations and competitive strategy
- ✔ Learning a language to discuss opportunities and challenges
- ✔ Addressing the key questions of where, when, and how to invest in technology
- ✔ Developing a process and toolset to aid in crafting a digital strategy

*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

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

Participant of the 2019 cycle

execed.esmt.berlin/open-programs-individuals