

LEADING DIGITAL TRANSFORMATION

ESMT
BERLIN



Location

Blended program:
ESMT Berlin and Online



Tuition fee*

€4,900



Language

English



Duration

4 days Onsite plus
Live Online Sessions



Dates

June 7 – 10, 2022
October 4 – 7, 2022



Certificate

You receive a certificate upon
completion of the program.

Postgraduate Diploma in Management

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



[execed.esmt.berlin/digital-
transformation](https://execed.esmt.berlin/digital-transformation)

Digitally transform your business

Digital business models can be a key driver of organizational growth. But not all digital transformation efforts lead to success. This program is designed to help you identify your organization's success factors and overcome any obstacles to digital transformation. Among other things, we will examine how digital transformation affects your strategy, your operations, the work of your employees, and your customers, as well as how you can successfully orchestrate these different perspectives. You will reflect and exchange on future trends and strategies with our world-class faculty and create an action plan for you and your organization together with your peers.

Who should attend the program

Leaders at middle and senior management level in all business units who plan to digitally transform their company/business unit and would like to learn how to master this leadership task.

Key topics

- Demystifying digital technologies: What leaders need to know about tech
- Strategizing in the digital era: Exploring strategic options for digital transformation efforts
- Organizing for digital transformation efforts: Managing the digital transformation initiatives
- Leading transformation efforts: Mastering leadership challenges and creating an innovation culture
- Reflecting the ethical perspective of digital
- Fostering a digital mindset: Reflecting on the value you as a leader can create in the transformation

Teaching methods

Interactive lectures

Hands-on workshops

Guest speakers

Business cases

Live online sessions

Quizzes and action-based learning interventions

Leading Digital Transformation

Pre-Program: Deep dive into digital technologies

Day 1 – Envision it: Big picture and strategy

- Setting the stage for digital transformation
- Strategizing in the digital era and identifying digital opportunities
- Transforming your business and organizing for digital transformation

Day 2 – Organizing for Digital Transformation

- Identifying the future sources of customer value
- Choosing the right digital operating model and managing the digital ecosystem
- Measuring digital transformation impact

Day 3 – Leading transformation efforts and creating an innovation culture

- Overcoming leadership challenges
- Transforming the culture and creating an innovation mindset
- Reflecting the ethics of digital transformation

Day 4 – The mindset for digital transformation

- Creating human advantage in an age of technology and turmoil
- Fostering a learning culture
- Connecting the dots and crafting your digital transformation action plan

Post-Program: Leading ambidextrously

Key benefits

- ✔ Learning what digitalization can do for your business and how to strategize in the digital era
- ✔ Familiarizing yourself with key technologies driving the digital transformation
- ✔ Recognizing what inhibits the digital transformation and what promotes it
- ✔ Learning how to orchestrate the transformation and lead the change
- ✔ Understanding different leadership perspectives and reflecting on effective ways to drive the digital transformation

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



Hannes Gurzki

Program Director

Dr. Hannes Gurzki

is a program director and expert on the topics of branding, marketing, sales, strategy, and luxury. He is particularly interested in exploring different perspectives to advance creativity and innovation in business. Before joining ESMT Berlin, Hannes worked as a strategy consultant for the Boston Consulting Group, primarily on value-creation strategies for luxury and premium brands across sectors.

Contact

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The program is very rich with information and the 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.

LDT program participant