



UniSA | Business



EXECUTIVE EDUCATION DIGITAL BUSINESS TRANSFORMATION

OVERVIEW

Digital Business Transformation (DBT) refers to the changes associated with the application of digital technology in an enterprise. However, digital transformation is more of a mindset shift than any one technological investment.

This course provides a holistic perspective of digital business transformation and therefore encompasses much more than a discussion of disruptive technologies. Participants will gain an understanding of new digital platforms and ecosystems as a central element of new business models, as well as digital leadership and the development of a digitally- enabled, collaborative, borderless, learning agile workforce.

SNAPSHOT

Program Length..... 2 days

Delivery Mode..... Online

Who is this program suited to?

Emerging, mid-level and senior business leaders and executives

PROGRAM BENEFITS

Individual

- Become a digital age leader, adopt a different leadership approach; for example - building relationships, fostering collaboration and encouraging innovation
- Upskill to become better prepared to meet the needs of the changing workforce
- Become equipped with knowledge of the digital economy, new business models and guiding principles
- Gain practical advice from our experts, to enable you to lead the digital transformation journey in your role.

Organisational

- Adopt a comprehensive digital transformation strategy
- Access tools to make key metrics easily accessible across your organisation to ensure employees have all the information they require to excel in their roles
- Customers have high expectations for the companies they interact with and Digital Business Transformation allows businesses to stay in line with customer expectations
- Things move fast in the digital space; this course will enable your business to stay ahead of competition

ASSESSMENT

There is no formal assessment, however participants will be expected to demonstrate satisfactory completion of various activities throughout the course.

ENROLMENT

Enrolments for the Digital Business Transformation Program can be submitted via the online enrolment platform. To learn more or enrol in the program, please visit unisa.edu.au/digital-business-transformation

PROGRAM OUTLINE

Day 1:

- Digital Transformation in context
- The changing business environment
- Causes of digital disruption
- Definitions of digital business transformation
- How digital transformation affects organisations
- Your organisation's readiness for transformation
- Applying the maturity model to gauge your organisation's readiness for transformation
- Defining an appropriate destination for a business and rethinking the business model, then developing a strategy to take you there
- 'Flipping' the thinking on transformation

Day 2:

- Guiding principles and key thinking for a successful digital business transformation
- Thinking differently to transform your organisation
- What should be done to transform an organisation
- The future of digital work
- Impact of digital transformation on the workforce

- Different skills required to support the digital platform
- Creating a digitally-enabled, collaborative, borderless, learning agile workforce
- Roles, the right skills, wrong skills and skills that can be adapted in your organisation
- Leading organisations on the digital transformation journey, including critical success factors to be mindful of ('tips and traps')
- Effective digital transformation leaders
- Restructuring the new digital organisation
- Change management versus change leadership
- The role of the CEO
- Hurdles/barriers that cause digital business transformation projects to fail
- Becoming a digital business transformational leader

"Organisations understand that transformation of their business models is required to survive in the digital economy, but they lack the skills and knowledge to implement and lead the change. The course content is based on insights from practical experience, gained through implementing digital transformation solutions, literature, as well as findings from ongoing research conducted through academically rigorous research methodologies. The course covers what needs to be done to survive and thrive in the digital economy and provides practical advice about the digital transformation of businesses to exploit new technologies, create a digital ecosystem, and enhance the customer/client experience."

Nelson Ng, Past Participant

