

Core Skills Digital Transformation Management (CSDTM)

ID CSDTM **Price 3,500.—** €excl. VAT **Duration 4 days**

Who should attend

Specialists and executives from the areas of management, strategy, business development, HR, marketing, development, IT, administration and consulting.

Course Objectives

Comprehensive, up-to-date know-how for specialists and managers in the field of digital transformation

Course Content

Day 1: Overview, megatrends and technology trends: functions and applications of digital technologies: Artificial Intelligence & Big Data, Blockchain (DLT), Robotic Process Automation, Augmented & Virtual Reality, IoT & I4.0, Cloud Computing.

Day 2: Digital economy & business models, development and implementation of digital tools, user centricity, vision & mission, persona, value proposition canvas, business model canvas, platform economy, service and network economy.

Day 3: Digital change management, digital mindset, reinforcing digitally affine thought and action patterns, toolbox for digital transformation, dealing with resistance, recognizing fears and reactance, leadership, transformation strategies.

Day 4: Agile and classical project management, forms of organizational ambidexterity, Stacey Matrix, agile logic and practical examples, Scrum, Kanban, Design Thinking, Lean Startup, Minimum viable Product, leading agile structures, etc.

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Training Centres worldwide



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