Digital transformation and innovation

Course: **00173**

Filter: **Beginner**

Duration: **3 days**

Category:: **Software Engineering**

Price: **917,00 €**

About Course

The digital economy is developing at a phenomenal rate and is the most important driver of innovation, competitiveness and growth. It is changing our lives, from the way we shop, socialise, entertain, learn, communicate and even work. Traditional industries and value chains of all types are being reshaped by business models that have never existed, with rapidly rising customer expectations. There is no doubt that the digitalisation of the economy is one of the most critical issues of our time. Against this backdrop, professionals involved in digital transformation initiatives need to equip themselves with the skills to grasp all the dimensions of the issue and avoid the pitfalls that will inevitably arise in the process of digitising their respective businesses.

What you'll learn

- Understand the importance of the role of managers in the success of digital transformation and identify the specific challenges they face
- Align digital objectives with the company's overall strategy
- Acquire the skills needed to define a clear and inspiring vision
- Support teams through change
- Promote an organisational culture based on innovation and agility
- Evaluating and integrating relevant technological tools
- Developing digital project management skills
- Learn to use data as a strategic lever
- Strengthen skills in digital communication and collaboration
- Raise awareness of cyber security issues
- Integrate risk management practices into digital processes
- Assess the social impact of digital transformation initiatives

Targeted audience

- Professionals and managers responsible for the digital transformation of their companies and anyone wishing to master all the technological, strategic and ethical issues raised by the recent digital revolutions

Pre-requisites

- General knowledge of new technologies and their impact on business life

Curriculum

Module 1: Introduction to the role of the manager/leader in digital transformation

- Definition of digital transformation
- Why transform?
- What to transform
- How to Transform
- Impact on business models
- Managers' responsibility in implementing digital initiatives

Module 2: Developing a strategic digital vision

- Strategic direction of the company (How digital transformation supports strategy)
- Focus on the company's business model
- Business Ecosystem
- Corporate Culture
- Organisational structure
- Customer expectations
- Transformational Leadership
- Innovation skills
- Technical Capabilities

- Mapping Digital Opportunities and Threats

Module 3: Change management and cultural transformation

- Leading change
- Why change management?
- The stages of change management
- Taking user needs into account

Module 4: Innovation

- Définition
- Why is innovation crucial in the context of digital transformation?
- Innovation territory
- Customer centricity
- Products and Services
- Operational processes
- Employees
- Business Model
- Design thinking

Module 5: Adoption and deployment of digital technologies

- Cloud computing
- Artificial intelligence
- Machine learning
- IoT
- Product and service platforms
- Agile project management for technology deployment

Module 6: Data Management and Data-Driven Decision Making

- Understanding basic concepts
- Big Data
- Analytics
- Data Visualisation

- Analysis Tools and Dashboards (Power BI, Tableau)

Module 7: Collaboration and communication in a digital environment

- Managing hybrid teams (face-to-face and teleworking)
- Effective use of collaborative tools
- Communication techniques to keep teams engaged and motivated

Module 8: Cyber security and risk management

- Introduction to cyber security best practice (Authentication, Authorisation, Accounting)
- Data protection and regulatory compliance (RGPD)
- Identifying and managing risks associated with the use of digital technologies

Module 9: Measuring and monitoring digital performance

- Defining the right KPIs to measure the progress of your digital transformation
- Methods for analysing return on investment (ROI)
- Adjusting strategies based on results