



## DIGITAL TRANSFORMATION STRATEGY | Program Topics

The Digital Transformation Strategy program curriculum covers the following topics:

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### **Topic 1** | Understand Digital Disruption and Diagnose Your Current Market Position

- How changes are impacting organizations and the role of leaders today
- Understand the causes and consequences of digital disruption
- The explosion of real-time data, modeling, and data analysis capabilities
- Recognize and manage transformation risk

### **Topic 2** | Maintain Leadership in a World of Digital Disruption

- Understand current leadership effectiveness
- Follow a strategic roadmap for guiding the organization's digital transformation investments
- Identify transformation opportunities

### **Topic 3** | Discover Transformation Opportunities

- Data-driven discovery
- Sustain and reinvent the core of strategic discovery
- Reframe the Business and Operating Model
- Identify the 'Customer Franchise' opportunity

### **Topic 4** | Build a Balanced Innovation Portfolio

- What is the innovation portfolio and what should be included?
- Balance current success with future market relevance
- How to measure success and identify goals for future growth

### **Topic 5** | Reframe Customer Value and Establish Future Relevance

- Envision future marketing success
- Balance current success with future market relevance
- New models for understanding, connecting to, and engaging customers digitally
- Deliver a differentiated customer experience to build and sustain customer loyalty

### **Topic 6** | Build and Lead Digital Capabilities

- The marketer's new roles and capabilities
- Assess digital marketing capabilities and the returns from digital investments
- Craft the digital marketing plan: the roadmap for organizational resilience in a world of digital disruption