

Digital Transformation Strategy

Sample Program Schedule

	Day 1	Day 2	Day 3
8:00-8:30	Breakfast	Breakfast	Breakfast
8:30-10:00	The New Competitive Realities: What's Changed? The Digital Transformation Opportunity Managing the Innovation Spectrum	Recognizing Transformation Opportunities: Data-Driven Discovery	Recognizing Transformation Opportunities: Strategic Discovery
10:00-10:30	Break	Break	Break
10:30 -12:30	Managing the Innovation Spectrum Pt. 2 Team Workshop: "Mapping the Innovation Portfolio"	Recognizing Transformation Opportunities: Data-Driven Discovery Pt. 2	Reframing Customer Value Case Study: "Telenor: Revolutionizing Banking in Serbia" Team Workshop: "Reframing Customer Value"
12:30-1:30	Lunch	Lunch	Lunch
1:30-3:00	Leading Digital Transformation: Envisioning Future Success	Recognizing Transformation Opportunities: Strategic Discovery Sustain & Reinvent the Core	The Migration from Product-Level to Platform-Level Competition Case Study: "China's Tencent Leading the Way in Monetizing"
3:00-3:15	Break	Break	Break
3:15 - 5:15	Leading Digital Transformation: Envisioning Future Success Case Study: "The Tate's Digital Transformation" Team Workshop: "Setting the Transformation Objective"	Recognizing Transformation Opportunities: Strategic Discovery Sustain & Reinvent the Core Pt. 2 Case Study: "Accor Hotels and the Digital Transformation" Team Workshop: "Profiling the Digital Persona" Team Workshop: "Mapping the Customer Journey"	Leading Organizations in the Digital Age Managing Transformation Risk Individual Workshop: "Assessing Digital Maturity"
5:15 - 6:30	Networking Reception	Adjourn	Program Integration & Close