DIGITAL TRANSFORMATION LEADERSHIP DEVELOPMENT COURSE

The world’s most practical digital transformation courses
BUILDING A DIGITALLY INNOVATIVE AND TRANSFORMED ORGANISATION

**Digital Innovators** are winning in the rapidly evolving digital economy. They have access to the same technology and resources as everyone else, so what's their winning formula? They have **Digitally Transformed their mindset, planning and actions**. We can help you do the same.

We have invented the world’s most advanced and practical digital transformation framework and customised this program for telecoms operators around the world.

- Create high performing teams capable of guiding your organisation in the digital economy
- Adopt the mindset of a ‘digital innovator’
- Create agile and innovative leadership capable of leading your industry in the digital economy
- Moving beyond existing business models leveraging technology and data
- Group practical work on innovation in your industry
- Making your business a more exciting place to work in, more attractive to customers and more profitable and sustainable.

“**Strategy** is where we create competitive advantage. **People** and a **culture of innovation** sustain it. **Technology** and **communications** are the means by which it is delivered.

*This course shows you how to win in the digital economy.*

Prof. Niall McKeown
Ionology CEO & Principal Course Facilitator
DIGITAL TRANSFORMATION IS MUCH MORE THAN TECHNOLOGY - THIS COURSE FILLS IN THE BLANKS

We provide digital transformation courses that cover the major change blocks of digital transformation. Getting the right mindset is the starting point of the transformation journey.

THE BUILDING BLOCKS OF DIGITAL TRANSFORMATION

Courses can be delivered in person by the Ionology team in your office, online as an e-learning programme or blended, meaning part online/part on-premise.

› On-Premise
Tailored content delivery in the form of presentations, interactive case studies and practical workshops at your chosen location.

› Online
Video tutorials delivered via our e-learning platform. Online timetabled remote coaching and project assistance available.

› Blended
On-premise delivery supplemented by pre-workshop video modules and post-workshop tools and resources.
WORKSHOP OVERVIEW & CAPABILITY ASSESSMENT

PRE & POST WORKSHOP ASSESSMENT

A pre & post-workshop online assessment can be carried out at the end of the course. The assessment will explore core issues and ask much more practical and searching questions. The percentages below illustrate the weighting of each score awarded in this optional assessment.

- ✓ Digital Business Strategy 30%
- ✓ Team Culture in The Digital Economy 20%
- ✓ Innovation – How It’s Measured & Delivered 15%
- ✓ Digital Communications, What Channels & When 15%
- ✓ Technology – Awareness of Modern Technology Trends 10%
- ✓ Insights – Data Driven Decision Making 10%
Our Leadership Development Courses are designed specifically to assist collaboration between Senior Executives and decision makers, IT, and Marketing/Communications Leaders and those involved in digital transformation.

The courses also have strong relevance for Sales, R&D and Human Resources.

**1 DAY COURSE**  
Mindset

Understanding the fundamentals of digital transformation from a leadership perspective. We look at how digital innovators outpace those 'doing digital', examining how data and digital transformation frameworks can rapidly enhance leadership decision making and communication using inspiring case studies.

**3 DAY COURSE**  
Mindset + Planning

Encapsulating the structure of the 1 day mindset course, the 3 day course works on the practical challenges a leader will face when creating an organisation that is innovative, agile and capable of leveraging emerging technology. The Ionology Digital Transformation Framework and data used to create an effective roadmap, does not require participants to have technical skills. A cut-down 2 day version of this course is also available.

**5 DAY COURSE**  
Mindset + Planning + Delivery

The 5 day course includes the 1 and 3 day course content. On days 4 & 5 the attendees break into smaller groups and rotate around practical real-life simulated half-day workshops. The groups will create their own digital transformation roadmap, experiment with business models, product innovation, data analysis, artificial intelligence and transformation delivery tools relevant to their industry. This part of the course is about rolling up the sleeves and getting into the detail. It's also lots of fun!
**LEARNING OUTCOMES**

### 1 DAY COURSE

**UNDERSTANDING DIGITAL TRANSFORMATION**

*5 Cases Studies, 3 Group Activities and Experiments*

<table>
<thead>
<tr>
<th>Understanding Digital Transformation</th>
<th>Frameworks, Tools and Tech.</th>
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<tbody>
<tr>
<td>• Getting to grips with what digital transformation is, common myths, missteps and misunderstandings</td>
<td>• An introduction to the world’s most advanced and practical digital transformation framework</td>
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<tr>
<td>• The advantages of digital transformation in terms of Increase Competitiveness • Improve Customer Experience • Agile Innovative Workforce • Open New Markets • Reduce Costs</td>
<td>• An introduction to advanced and emerging technologies</td>
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<td>• Creating a roadmap for digital transformation that is evidence based, innovation fuelled and leverages the unique talents of the business.</td>
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### 3 DAY COURSE

**PLANNING DIGITAL TRANSFORMATION**

*Encompasses 1 Day Course plus extended case studies and hands on experiments*

*The outcome will include a Digital Transformation plan prepared by each learner*

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<tr>
<th>Practical Road Mapping - Improving Competitive Advantage</th>
<th>Culture &amp; Communications</th>
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<tr>
<td>• Taking realtime market data, business strategy, product innovation and the latest tools, we create the most effective digital transformation roadmap</td>
<td>• Transformation projects work if the teams involved and the customers benefit from the outcome. Learn how to bring your teams and customers on the journey leveraging technology.</td>
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<tr>
<th>A Leaders Guide to Extracting Business Value From Emerging Technologies</th>
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<td>• Latest technology trends in your industry</td>
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<td>• Lean Analytics</td>
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<td>• Artificial Intelligence</td>
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<td>• Blockchain</td>
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<td>• Internet of Things</td>
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<td>• Quantum Computing</td>
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LEARNING OUTCOMES

5 DAY COURSE
DELIVERING DIGITAL TRANSFORMATION
This course encompasses the agenda from the 1 and 3 day course. These final 2 days are hands on practical workshops. Smaller groups of learners cycle around the workshops in 1/2 day sessions.

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<tr>
<th>1/2 Day</th>
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<tr>
<td><strong>Product and Service Innovation Workshop</strong></td>
<td><strong>Platform Business Model Innovation</strong></td>
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<td>• Closed, Collaborative and Open innovation workshop</td>
<td>• Leveraging the connected economy, new technologies and existing business assets to create new business models</td>
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<td>• Customised for your industry</td>
<td>• Agile concept experiments</td>
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<td>• Experimenting with Attention channels and what it can tell us</td>
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<th>1/2 Day</th>
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<td><strong>Make Your Own Product or Service and How To Test</strong></td>
<td><strong>Next Steps Workshop</strong></td>
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<tr>
<td>• A practical workshop on creating and testing new value propositions on new clients.</td>
<td>• Agreeing next steps and action plans</td>
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<td>• The 8 methods of customer research</td>
<td>• Sharing of what should be important to the company moving forward</td>
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<td>• Rapid prototyping.</td>
<td>• Optional Diploma assessment</td>
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<td>• Presentation of Diploma Certificate</td>
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<td>• Celebrations!</td>
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**Additional Services**

- On-premise project consulting
- On-demand mentoring & coaching
- Customised e-learning

**Advisory**

- Digital transformation planning and delivery platform called ‘Direction’.

**Tools**
LEADERSHIP IN THE AGE OF ARTIFICIAL INTELLIGENCE

The greatest opportunity for leaders in the age of AI is posing the right questions that generate insights, inspire solutions and ultimately catalyse significant changes in their industries. Machines offer unprecedented ability to find these answers. This course helps you understand how your organisation should transform and leverage the opportunity presented by this new technological game changer.

Course Curators

Dr Gabriel Durkin
Fellow - Insight Data Science
Quantum Computing Researcher - University of California
Quantum Physicist - NASA

Prof. Niall McKeown
Founder - Ionology
Visiting Professor at UK's Largest Business School
Co-Author of The 7 Principles of Digital Business Strategy

John Briggs
Board Advisor - Ionology
CEO of Local Government for 9 years + AI leadership expert
Certified Practitioner - 7 Principles of Digital Business Strategy

Module 1 - Mindset
• Creating the right mindset and culture for Digital Transformation
• Understanding the leader's role.

Module 2 - Understand
What is?
• Artificial Intelligence
• Machine Learning (ML)
• Neural Networks
• Big Data.

Module 3 - Experiment
• Exploration how AI will change every organisation and how leaders should prepare. (Low tech skills required)

Module 4 - Inspire
• Inspired case studies and interviews with industry leaders on their challenges, successes and missteps

Module 5 - Data
• Using data to find opportunity
• Data driven decision making
• Lean Analytics

Module 6 - Delivery
• Digital Transformation framework and how to coordinate the implementation of AI into your business
CUSTOMISE YOUR COURSE

The 3 and 5 day courses can be customised. This is the process we use to create courses that specifically match your organisational needs.

1  DIAGNOSE
An assessment of current business strategies, business projects and transformation projects already in progress.

2  DESIGN
Co-create content for each cohort based on their skills needs and paralleling the strategy of the organisation.

3  DELIVERY METHOD
On-premise, live webinars, recorded tutorials and printed materials are all available and can be blended to suit learners.

4  ENGAGE
Engage with leaders to deliver the courses.

5  PRACTICE
Coach leaders ensuring they have sufficient confidence in putting what they have learned into practice.

6  MEASURE
Software tools to manage and measure the roadmap of change and how it is impacting on the business.

DID YOU KNOW?

Employees want to work for digital leaders. “Across age groups from 22 to 60, the vast majority of respondents want to work for digitally enabled organizations. Employees will be on the lookout for the best digital opportunities, and businesses will have to continually up their digital game to retain and attract them”.

CERTIFICATION

The Ionology Certification of Completion – Leadership in the Digital Age (1 and 3 day course) and Diploma in Digital Transformation Leadership (5 day Course) are widely recognised as the most practical digital transformation leadership qualifications available.

The Certificate is awarded for attendance and the Diploma is attained upon successful completion of an assessment.

University accreditation also available for organisations wanting this course to be part of a broader continuous professional development programme.
WHY CHOOSE IONOLOGY

When it comes to digital transformation we have the practical methodology for bridging the gap between strategy and action. Our framework uses data to define the goals that can be achieved and the tasks that will deliver effective transformation and create new, sustainable competitive advantage.

We empower organisational leaders on their personal journey
Technology doesn't change an organisation, people do. The role of the leader in digital transformation is the single most important factor determining success and true transformation. We help create the right mindset for digital leadership and show that you don't have to be technical to lead digital transformation.

The world's most advanced, automated and action-enabling Digital Transformation Framework
The 7 Principles of Digital Transformation is the most automated and insightful digital business planning tools in existence. The framework is peer reviewed and academically published. It is used by hundreds of commercial and public sector enterprises around the world.

The fastest way to prepare an organisation for change, powered by the acceleration of technology
This is a no-delay, action-orientated solution that helps leaders understand the fundamentals of how our economy is changing. While the topics of Strategy, Culture, Innovation, Communications, Technology and Data may seem vast, we’ve honed the course content from our years of research and application to ensure you get the most important insights quickly.

Supported by Technology
Moving from strategic planning to action can be a challenge when performing digital transformation. Why? Because almost all projects involve cross-silo activities. Each business unit still has to conduct business-as-usual and can find multiple cross divisional projects challenging. Our Direction platform takes care of that.

We don't just deliver a course, we help put it into action
One of the major complaints we hear from Enterprise clients is that once a course is delivered it's a challenge to get leaders to implement what they have learned when they go back to their busy jobs. We solve that by partnering with business units to help them deliver real programmes of transformation in as short a timeframe as possible.
CLIENTS WE HAVE WORKED WITH IN 2018

“Great experience, definitely recommendable! Strategy board was excellent! Plan now to implement the framework, holistic approach, video marketing, analytics and strategy board.”
Narjeet Soni – Lean Apps, Berlin

“Excellent - expert driven content, strong case studies, interactive, energetic, informative and well presented.”
Anthony McCauley, Fujitsu

“Rarely has any professional training been as impactful in my day-to- day job as that provided by the team at Ionology. The training was practical and insightful, backed up by understandable real world examples which serve only to underline the validity of Ionology’s approach.

Months later, I still keep the 7 Principles of Digital Business Strategy model with me, using it as my default reference when critically assessing initiatives or ideas within our organisation and in discussions concerning Digital Transformation with colleagues and customers.”
Barrie Canning, Novosco

“Very practical - ...was very interactive and invited discussion. Case studies helped paint a picture of the methodology put into practice.”
Richard Bowden, ARUP
For more information or to speak with a course advisor please get in touch
www.ionology.com/contact-us