

**ionology**

REMOTE LEARNING & ON-PREMISE EDUCATION

# DIGITAL TRANSFORMATION ACADEMY



“The World’s Most Practical  
Digital Transformation & AI Courses  
For The Entire Organisation”

## **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. Our courses will empower your teams with the skills to do the same.

We have invented the world's most advanced digital transformation tools and courses designed to upskill everyone in your organisation. We use the same structure, language and processes consistently across all courses giving a great learning experience, a common language and vision for your business.



Prof. Niall McKeown CEO | Ionology

## **Grow In-House, Certified Digital Transformation Experts**

### **Our Courses:**

- Leading Digital Transformation
- Leveraging AI and Emerging Technologies
- Creating a Culture of Digital Innovation
- Data Enabled Decision Making

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## I OUR COURSES

We teach the world's most **practical, proven and action orientated** digital transformation courses, delivered online and in-house by **industry experts** and underpinned by a data-driven framework.

If you're seeking a training solution that applies data-driven decision making to evaluate opportunities, develop an evidence-based roadmap for growth and create an effective plan of action – then look no further.

We will train your teams to make data-driven decisions that:

- Identify opportunities for growth
- Identify opportunities for innovation
- Identify new sales opportunities
- Identify capability gaps
- Employ the most effective communication and marketing tactics
- Evaluate if and how you can take on your digital competitors
- Help select, create and leverage the right AI or emerging technology that delivers a digitally transformed organisation

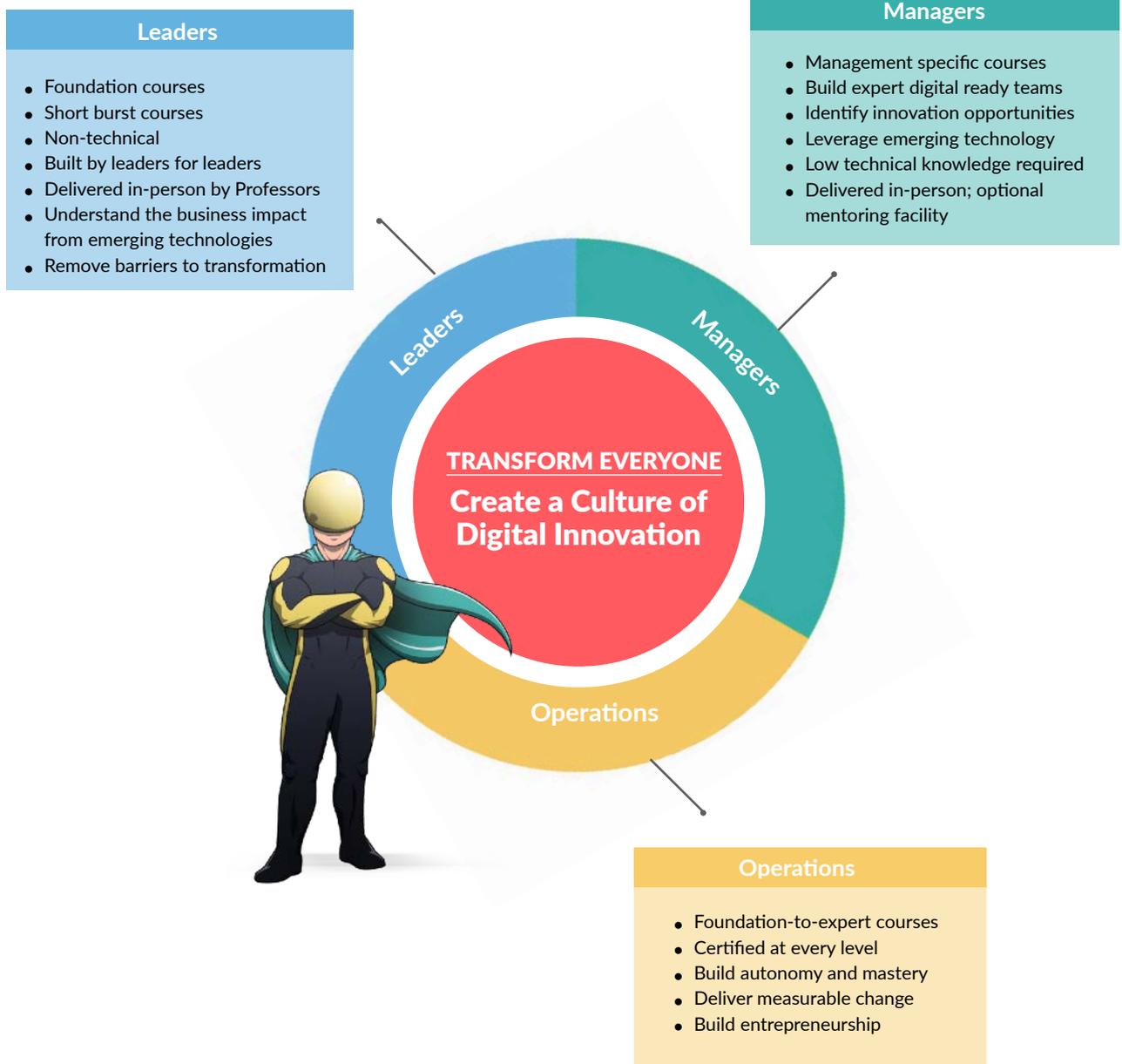
We set the global standard in preparing businesses and government institutions for digital transformation. Our 20 years of business transformation experience means we've invented some of the fastest methods of creating business transformation plans and delivering quick wins.

We work with top industry experts to design and develop courses that match the core competencies required for your digital transformation.

# TRANSFORMATION FOR EVERYONE

Successful enterprises build capability and specialist teams.

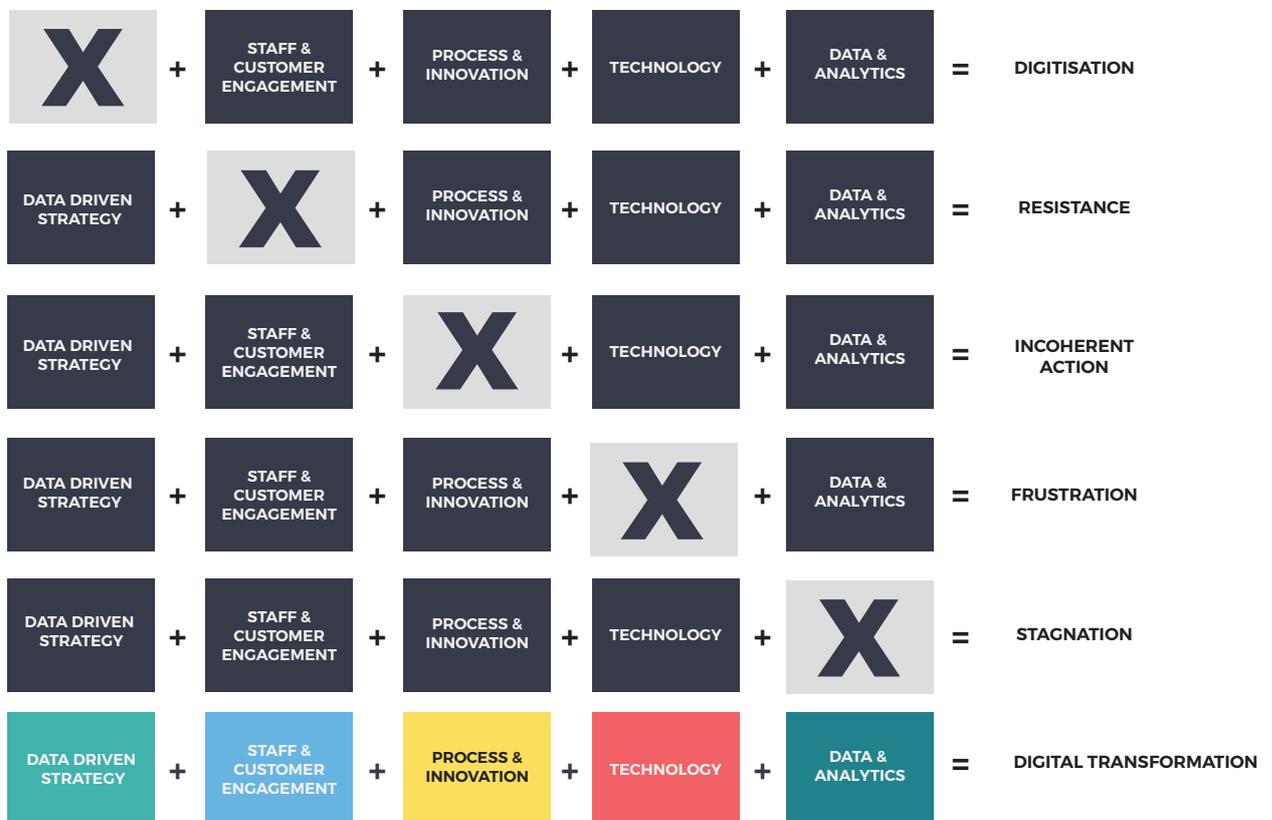
Our course portfolio provides expert facilitated and tailored learning solutions to suit the requirements of decision makers at every level within your organisation.



# STOP CREATING RANDOM ACTS OF DIGITAL...

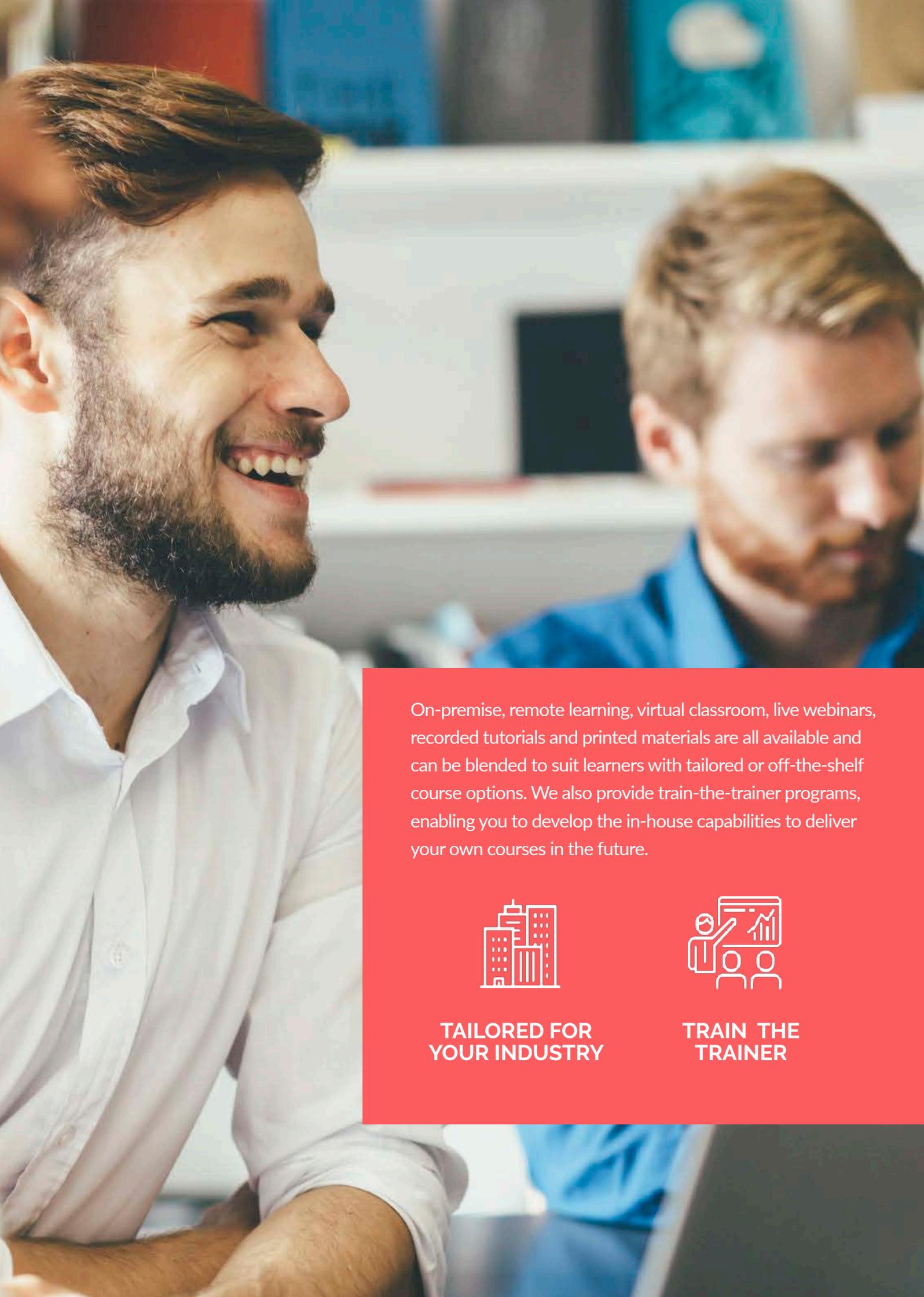
..and start to use a data-driven digital transformation framework to evaluate opportunities, develop an evidence-based roadmap for growth and create an effective plan of action.

Technology is only one of the 5 Change Blocks of Digital Transformation. Strategy, engagement, innovation and data are all as equally important and require leadership attention; without which, digital transformation will not succeed.



Our courses are structured on these 5 fundamental Change Blocks; resulting from in-depth academic research, industry insight, and practitioner experience ascertained and articulated in the book 'The 7 Principles of Digital Business Strategy'.

These courses have been field tested by enterprises across the world, we've helped them successfully align their digital business strategy, people, innovation, technology and data to deliver digitally transformed organisations.



On-premise, remote learning, virtual classroom, live webinars, recorded tutorials and printed materials are all available and can be blended to suit learners with tailored or off-the-shelf course options. We also provide train-the-trainer programs, enabling you to develop the in-house capabilities to deliver your own courses in the future.



**TAILORED FOR  
YOUR INDUSTRY**



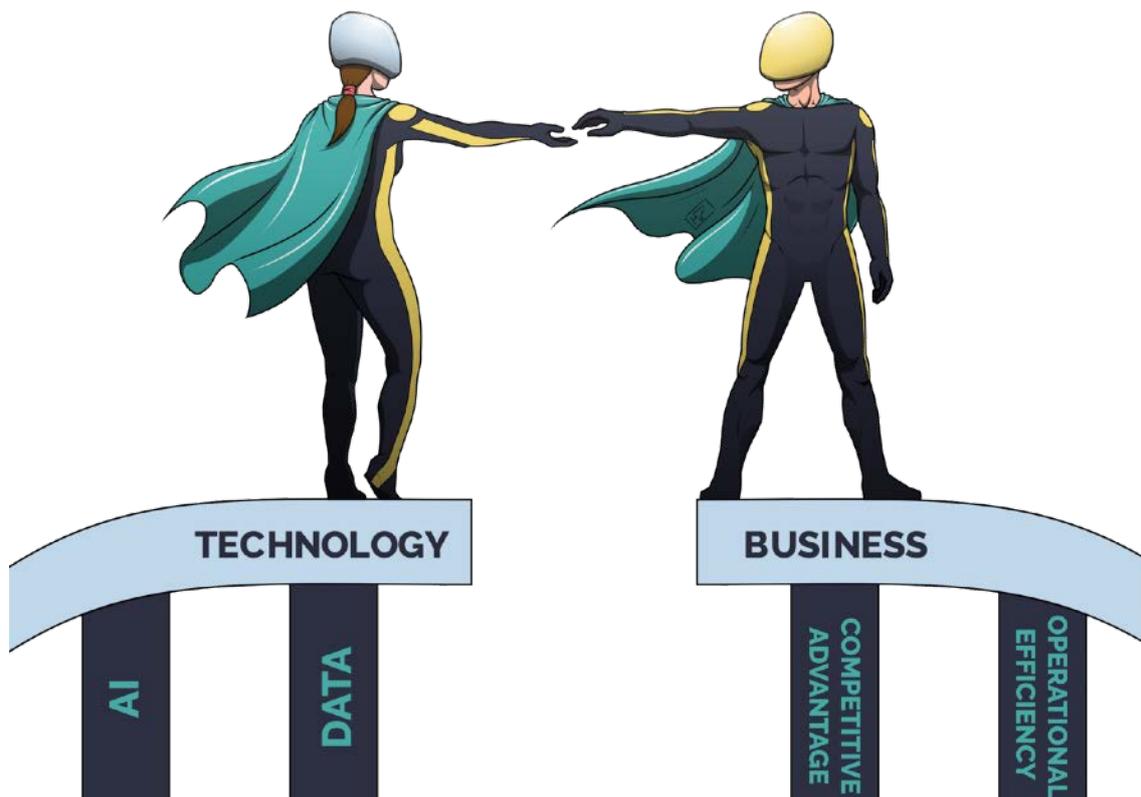
**TRAIN THE  
TRAINER**

## WHAT ARE THE KEY OUTCOMES?

Successful organisations have helped their people develop the digital mindset, the skills to create data-enabled strategies and the ability to leverage emerging technology through cycles of innovation.

- Our courses bridge the gap between business strategy and technology to gain new competitive advantage that aligns with your business transformation strategy.
- Your number one asset is your people; teaching them how to create a culture of innovation, leveraging emerging technology and executing on your strategy are the key outcomes your business will gain from these courses.

### HELPING YOU BRIDGE THE GAP BETWEEN BUSINESS & TECHNOLOGY



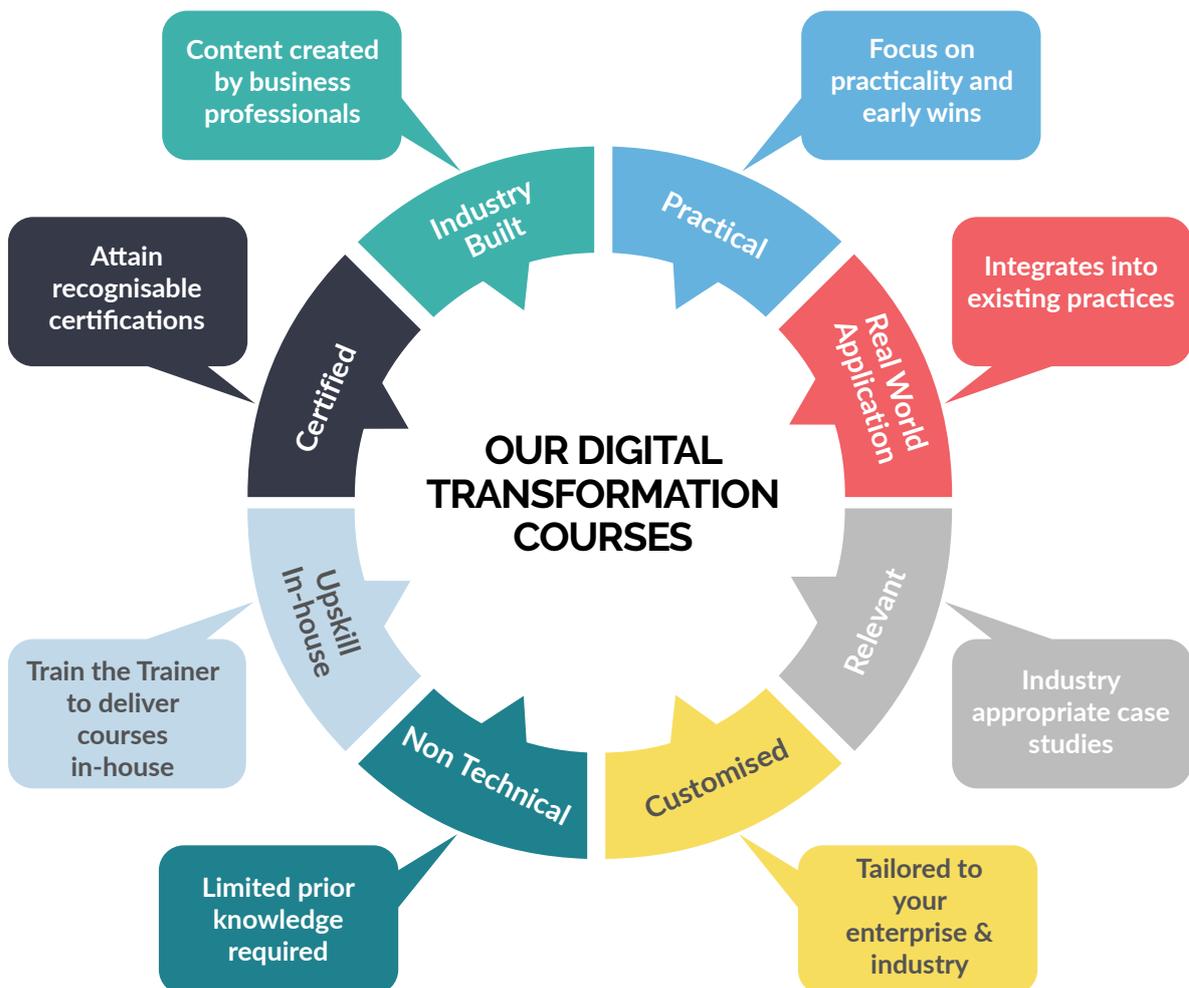
## YOUR LEARNING JOURNEY

All our courses are case-study driven and include practical experimentation. Learners will be taught how to gain the 'digital mindset' and will be exposed to the latest techniques and tools for creating data-driven roadmaps.

The courses are designed to build confidence and enable your decision makers to deliver real, tangible transformation and the evidence based insights to create new products, services and business models.

### What we deliver

If you need practical, data-driven and action-orientated courses that lead to immediate application of knowledge and skills to build a digitally transformed organisation, you have come to the right place.



## HOW WE DELIVER

- We specialise in upskilling teams with on-premise courses and remote learning delivered by industry experts
- We tailor our content to offer the best in-house learning experience and outcomes.
- Pre and post class assessment to optimise and complement our executive education programs.
- Surveys, quizzes and discussions play a key role in our delivery and provide a great basis for rich dialogue, key insights and measurable outcomes. These insights and outcomes provide qualitative and quantitative data that your organisation can utilise beyond the classroom.



**VIRTUAL CLASSROOM  
OR ON-PREMISE**



**PRE & POST CLASS  
ASSESSMENT**



**INDUSTRY CERTIFIED**



**SURVEYS, DISCUSSIONS &  
QUIZZES**



**PEER LEARNING**



**PRACTICAL EXPERIMENTS**



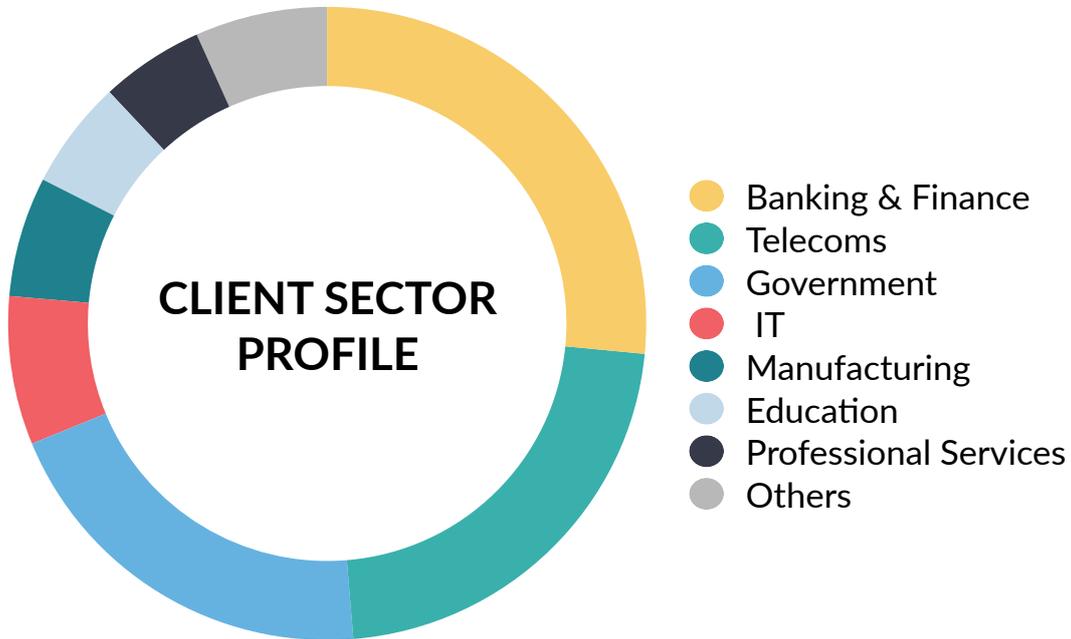
**ONLINE, AI ENABLED  
SUPPORT TOOLS**



**TAILORED AGENDA & CLASS  
MATERIALS**

## WHO WE DELIVER TO

Our course content is suitable for all sectors.



## YOU'RE IN GOOD COMPANY

Our course alumni..



# PROGRAM OVERVIEW

“Creating a digitally transformed organisation is not just about technology. It requires a new data-enabled strategy, a culture of innovation, a shared mission and a renewed value proposition.

These courses empower teams to deliver the change necessary to thrive in the digital economy”.

**PROFESSOR NIALL MCKEOWN - COURSE DIRECTOR**

## Course 1: LEADING DIGITAL TRANSFORMATION

This course gives the learners the **mindset** required to become a digital innovator and the skills to create **data-enabled strategies** that reduce risk, increase innovation and deliver new sustaining **competitive advantage**.

## Course 2: LEVERAGING AI & EMERGING TECHNOLOGIES (FOR NON-TECHNICAL LEADERS & MANAGERS)

Leaders and managers don't need to understand how emerging technology works at an operational level but they do need to **understand the business capabilities of emerging technology** and how to leverage it.

The participants will get hands-on practical experience with **Artificial Intelligence** and create new business models that these technologies can inspire.

## Course 3: CREATING A CULTURE OF DIGITAL INNOVATION

Digital transformation is powered by innovation. **Innovation is a learned process** and creating a culture of innovation requires skill and deliberate focused effort. This course is designed to teach the participants how to move beyond good ideas into a position of delivering **constant, strategic innovation** that creates change in the organisation and value for the customers.

## Course 4: DATA DRIVEN DECISION MAKING

Organisations often have more data than they know what to do with. The question is, how do we turn this data into insights; and from insights into actions?

This course enables business leaders to understand the **value of data**, the power that can be gained from it, and when applied with emerging technologies, **how to use it**.

*\*Course Prerequisite - Completion of Course 2*

## Course 1

# LEADING DIGITAL TRANSFORMATION

### Purpose

Creating a digitally transformed organisation is not just about technology. It requires a new data-enabled strategy, a culture of innovation, a shared mission and a renewed value proposition.

This course guides leaders, managers and operational staff to deliver the change necessary to thrive in the digital economy. We show them how to approach strategy, planning and operations in a new way to help avoid business disruption whilst remaining relevant to customers and stakeholders. This course helps:

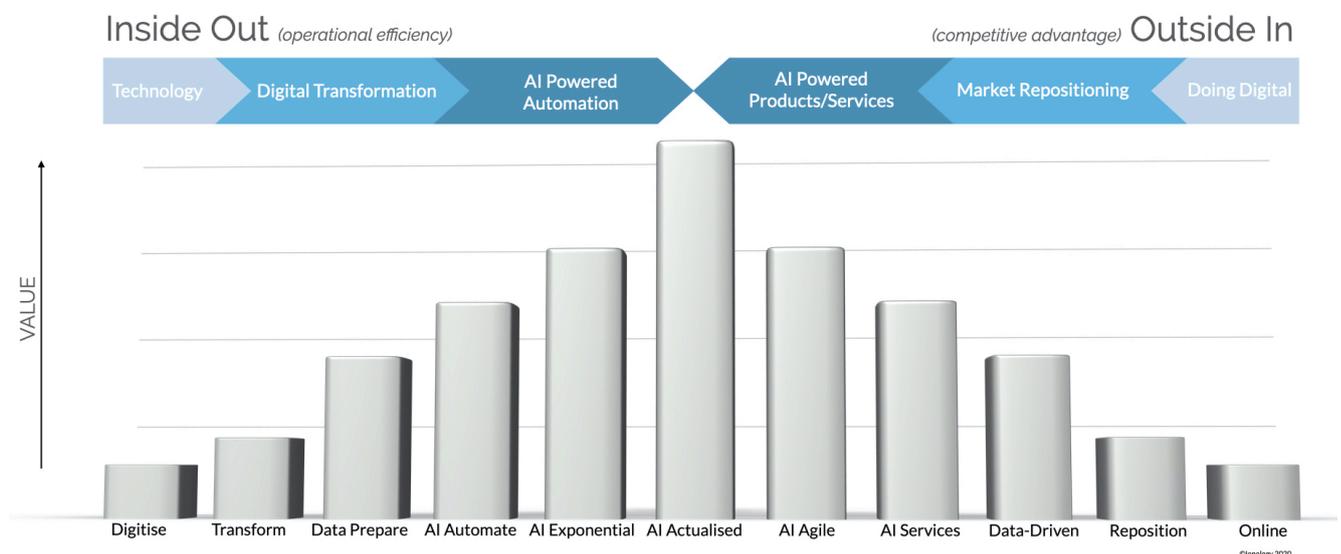
- Leaders understand their role in leading digital transformation; removing barriers, creating capacity and changing practices
- Managers create strategies and plans that are powered by evidence, experimentation and innovation
- Develop the 'digital mindset' across all levels in the organisation and change behaviours

### Module 1: **The Digital Mindset** (All Learners)

- What is digital transformation?
- Myths, missteps and hype to avoid
- What does it take to truly digitally transform?
- Disruptive, sustaining, collaborative & open innovation
- How digital innovators think

## Module 2: **Digital Planning** (Managers & Leaders)

- 'Outside In - Inside Out' model; how to analyse your business from both an operational and customer's perspective
- Transformation operating models - deciding 'who' and 'how' stakeholders should be involved in digital transformation
- Using data to plot your digital transformation journey
- Measurement, analytics and KPI creation



## Module 3: **Delivering Digital Transformation** (Managers in charge of delivering change)

- How to prioritise projects and resources using proven digital transformation methods and frameworks
- Design thinking, sprints, agile & lean methods
- Reducing risk by testing new value propositions
- Creating a new way of working
- Leading with evidence

## Course 2

# LEVERAGING AI & EMERGING TECHNOLOGIES

### Purpose

An airline pilot doesn't need to calculate thermodynamics to understand the capabilities of a jet engine to take off and land safely. The same goes for business leaders. They don't need to be technical to understand the business potential of emerging technology. They do however, need to understand its capabilities if they are to take off and land safely.

This course takes non-technical business personnel through AI and other emerging technologies in order to:

- Prepare the business division so it can take advantage of emerging technology rapidly and with managed risk.
- Understand the opportunities and challenges with blockchain, IoT and other trends.
- Learn how to create new business models powered by emerging technology.
- Gain hands-on experience and familiarity with practical experiments.

### Module 1: **Emerging Technologies and How They Impact Strategy** (All Learners)

- What is Blockchain, IoT and other emerging technologies
- The business capabilities of AI, IoT and Blockchain
- What is AI and why is it different to all previous technologies
- Merging exponential technology adoption with linear business planning

### Module 2: **Preparing Your Business for AI** (Managers & Leaders)

- AI may seem distant but the time to plan for it is now
- The ethical questions that must be answered first
- Calculating the steps that will take you to a state of readiness
- Creating a plan of action

## Module 3: **Using Emerging Technology with Strategic Planning** (Managers & Leaders)

- The power of data
- Creating new business models inspired by emerging technology
- Identifying the required skills, data and resources
- Building a 'next steps' plan of action

## Module 4: **The Practical Hands On Experiments for Non-Technical Professionals** (Managers)

- Understanding structured, semi-structured and unstructured data
- Building an AI using Reinforcement Learning
- Building an AI using Supervised Learning
- Building an AI using Unsupervised Learning



## Course 3

# CREATING A CULTURE OF DIGITAL INNOVATION

### Purpose

Innovation is not the same as being creative or producing good ideas. It requires taught skills in areas of co-collaboration, the creation of data-driven, testable hypothesis and the building of minimal viable products.

A culture of innovation means that a business can innovate rapidly with clear process. Innovations must stem directly from the business strategy. Leaders must provide such guidance and innovators must provide supporting data in an attempt to focus resources.

Truly innovative businesses must be prepared to pivot in the face of evidence. This course teaches you how!

This course is for creative and innovative executives that want to drive change; as well as leaders and managers in charge of sponsoring and killing innovations when data doesn't support the hypothesis. It requires subject matter experts from key departments, including technology and communications.

### Module 1: **What Counts as Innovation**

- Creating a cultural mindset for digital innovation
- Identifying customer needs
- Collaborative innovation
- Design Thinking and Sprint - the design of products, services and new business models

## Module 2: **How to Select Innovations**

- Strategic intent and core competencies
- Resources versus agility - How to find the right balance
- Partners, platforms and technology - influencing your innovation operating model
- Gate systems and selecting the right idea
- Resource Analysis

## Module 3: **How to Scale Innovation and Change**

- Innovate the core - sustaining, adjacent and disruptive innovation in good measure
- Innovation execution



## Course 4

# DATA-DRIVEN DECISION MAKING

### Purpose

The digital economy is powered by data. The future will be AI powered and data science will be the skillset needed to drive AI.

Data science is the means by which we gain new insights to strategic questions. What's often missing is the question and a clear way of explaining the answer. This course solves that problem.

As a result of taking this course, non-technical leaders and managers will know how to take advantage of data-enabled decision making.

They will analyse public data to gain an understanding of the changing behaviour of your customers and from these findings, they will evaluate strategic business opportunities. They will look at how internal data sources can help build new insights for delivering operational efficiency.

- Familiarise non-technical business leaders with big data terminology
- Help business leaders identify the value within their own data silos
- Utilise internal and external data sources to identify commercial opportunities and operational efficiencies

### Module 1: **Understanding the Power of Data**

- The basics of data analytics and how to use this data to solve business problems
- Key technologies used in finding business insights
- Predictive modelling and how to identify business opportunities

### Module 2: **Building Real-World Models & Visualisations**

- Creating a strategy that is data enabled
- Building technology to support new data-driven business models
- Data visualisation and communication of data-centric decisions

## PROGRAM FACULTY

### Designed & Delivered By Industry Professionals

All of our courses in this program are made by industry experts that work every day with business and government institutions helping them with their digital transformation. This means the case studies have been experienced first hand, the insights are real (not researched) and the delivery is authentic.

We help public and private sector organisations transform and align their organizations for the digital era by developing the skills, capabilities and knowledge of their leadership teams and employees.

### PRACTICAL, PROVEN & ACTION ORIENTATED

These courses leverage Ionology's extensive portfolio of bespoke leadership programs underpinned by the [Ionology Digital Transformation Framework](#) and relevant insights to provide this world class Executive Education program. All our courses use this proven, data driven methodology, yield practical application and come with essential tools enabling learners to immediately start planning their own digital transformation projects.

#### Prof. Niall McKeown - Course Director

Founder & CEO of Ionology, a Professor at Ulster University and lecturer at the University of Cambridge, Niall is a world renowned leading authority on the subject of digital transformation and AI. He regularly delivers keynote presentations and lectures throughout Asia Pacific, EMEA and USA on digital transformation and innovation. Niall is the creator of Ionology's Digital Transformation Framework and co-author of the book "The 7 Principles of Digital Business Strategy".



## INDUSTRY VALIDATED CERTIFICATION

**We get it; we're not Stanford, MIT or Emeritus nor do we try to be. This is an Industry Certification.**

We don't repackage someone else's case studies and research. We were there, with our customers every step of the way, building each and every case study that appears in our courses. Our lecturers are first and foremost digital transformation business professionals, not academics.

Unlike all other academic courses, our frameworks and practical methodologies are data-driven and AI enabled. We teach the most advanced, purpose built, data driven digital transformation framework and AI courses to global leaders across all industry sectors throughout the world.

If you are looking for an academic accreditation which anyone can buy, then our courses are not for you.

**If you're looking for widely proven, practical, digital transformation and AI courses, then you've come to the right place!**

Ionology has convened a Global Industry Certification committee. The committee includes top commercial and

government professionals in the world of technology, business consultancy and sales. They are the certification body that ensures the quality of our courses are world class, up-to-date, relevant, practical and unique.



## PARTNER NETWORK SPANNING THE GLOBE

Lonology has a global network of certified digital transformation experts qualified to deliver digital transformation training and consultancy projects for government and enterprise clients.

UK  
Ireland  
Germany  
Spain  
Saudi Arabia  
UAE  
South Africa

Thailand  
Malaysia  
India  
Singapore  
Sudan  
United States  
Peru





Get in touch  
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