

# NO GOING BACK

## Deep Dive Course

How to transform in a post Covid-19 world



**ionology** in association with



# **ONLY 9% OF PEOPLE WANT TO GO BACK TO THE WAY THINGS WERE BEFORE COVID-19\***

The economic model will change. What people value has changed. Our business model will likely change. What we automate, how we communicate, how we collaborate, will all change whether we like it or not.

Everything needs to change. There is a desire for a different way of working.

At the other side there is artificial intelligence, the most powerful technology on the planet. Yet most businesses are unable to benefit from it. Not because of the complexity. Because business leaders, managers, decision makers don't understand how to leverage it. The business subject matter expert is waiting for the technical guy. The technical guy is waiting on the subject matter expert.

This too needs to change.

So where do non-technical leaders, managers and decision makers start?

COVID-19 has been the biggest technology inducing reboot of a generation. Business models have been tested. Agility, innovation and an ability to automate became critical overnight.

Finding a sustainable business model that creates profits, answers needs and better lifestyles for employees is the new challenge. Most businesses that thought they had digitally transformed found out that they had only digitised. Unable to innovate at pace, pivot on command and read the data signals of customer demands, all missing.

Amidst the global pandemic are a plethora of businesses who desperately need to adapt their organisation in order to survive in the digital economy. One of their biggest challenges is they don't know where to start.

We help bridge the gap between business and technology. This deep dive programme is aimed at the non-technical leader, manager and decision maker and is designed to illustrate that it is YOU who needs to lead your digital transformation - not the tech professional.

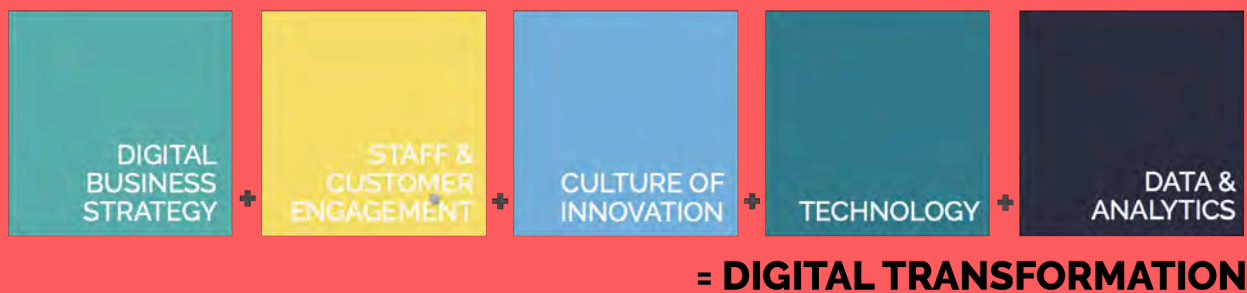
This course will educate leaders, managers and decision makers on how to adapt the digital mindset, provide guidance on how to plan and offer practical advice on what is needed to implement a repositioning of their business in the digital economy. It will offer basic steps to kick off your journey and help you assess what YOU need to do to digitally transform.

We have been transforming businesses for 20 years, join us for this webinar series to find out the 5 key practical things you can do to become a relevant, thriving, successful business in a time of great change.

'YouGov Poll' <https://news.sky.com/story/coronavirus-only-9-of-britons-want-life-to-return-to-normal-once-lockdown-is-over-11974459>

# COURSE AGENDA

- What has happened since COVID-19
- Who is prospering and why?
- Human centric digital business models
- Leading in the digital age
- Delivering the change your people want
- Creating a business people want to engage with
- Delivering autonomy, mastery & purpose in the digital age
- The journey beyond survival; how to flourish in the new world
- The tools, capabilities and actions for you and your teams
- Using data to deeply understand your teams and customers
- AI is coming, embrace it, humanly
- Creating a culture of digital innovation



# **| LEARNING OUTCOMES**

- How leaders, (supported by technologists), must lead your digital transformation
- An analysis of what has changed since the outbreak of the pandemic
- How to measure if your business is up to the challenge for the 'new world'
- A clear understanding of what needs to be done to ready your business for changed times
- What alternative business models look like
- How to reposition with customers and key stakeholders

**Time Required 3 x 0.5 Days**



## YOU'RE IN GOOD COMPANY

Our course alumni..



UNITED ARAB EMIRATES  
MINISTRY OF FINANCE



MINISTRY OF HOUSING



سامبا  
samba

## PROGRAM FACULTY

### Designed & Delivered By Industry Professionals, Not Academics.

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 organisations transform and align for the digital era by developing the skills, capabilities, and knowledge of their leadership teams and employees.

## PRACTICAL, PROVEN & ACTION ORIENTATED

Our 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".





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