ADVANCED COURSE FOR BUSINESS CONSULTANTS AND IT PROFESSIONALS

Why don't businesses have an electricity strategy? They use electricity to power their entire operation. They rely on it being available for every employee, for every machine, for all modern communications. It needs to be on-demand, available in every room and have a 99.999% uptime. The answer is that we simply expect it to be there. Having electricity doesn't provide new competitive advantage. It enables operational efficiency but we wouldn't give electricity the credit for this year's round of cost-savings.

Unlike a century ago, electricity and the use of it, is no longer considered strategic. It's a business expectation. The same is true of technology. It is the new electricity. Where once having it brought new competitive advantage, its ubiquity, low cost and on-demand availability have made 'digital' the latest commodity.

It is getting more difficult for business consultants and technology professionals to add value to conversations when talking about the capability of technology. Customers simply expect technology to be there, to perform its job alongside electricity. What is missing, however, in almost every business, is how they leverage these commodities in order to stay relevant, create new competitive advantage, improve their operations and innovate.

Having a cupboard full of musical instruments will not create music. Music is made when the conductor, the composer and the musicians perform in concert. Business leaders need additional skills to conduct the orchestra. The composer of a modern strategy needs new skills in understanding data and the capability of artificial intelligence; and the musicians need to be taught new tunes if they are to keep the customers entertained and loyal.

Business conductors, composers and musicians need a new breed of supporting business consultant, one that can bridge the gap between where they are now and becoming a winner in the digital economy. They need help enabling their people, innovating and leveraging technology to ensure their relevance and business growth. This course is designed to upskill business and technology consultants with amazing methods of taking business leaders through the transformation process.

YOUR INSTRUCTOR - PROFESSOR NIALL MCKEOWN
Niall McKeown is the inventor of several of the world's most used digital transformation frameworks and models. He is the course creator and oversees its industry validated certification.

THE BIG PICTURE:
WHAT WILL YOU LEARN ON THIS COURSE?

The course has 5 modules. The modules are delivered in person for online, on-premise or open classroom options.

DIGITAL MINDSET

Data-driven decision making requires that you can attain, interpret and advise based upon evidence. It's a whole new way of thinking.

MODULE
01

PLANNING

Deliver transformation roadmaps using the world's only, AI powered data driven digital transformation framework.

MODULE
02

DELIVERING

There's a big difference between a culture of innovation and simple innovation. How do we achieve the former?

MODULE
03

EMERGING TECHNOLOGY

A full day understanding the impact AI will have on strategic planning and the exponential nature of its adoption.

MODULE
04

SELLING

Use Challenger Sale techniques and data driven insights to win new business.

MODULE
05

MODULE 01:
THE DIGITAL MINDSET

Digital transformation, like your career, is a journey that requires the right mindset...

| MODULE 1: THE DIGITAL MINDSET WILL ENABLE YOU TO...	
✔	Start at the beginning; this module is suitable for the novice. Clear definitions for what digital transformation, is and is not; and the language that is used.
✔	Use data to help business leaders articulate where they are in the digital economy and how they compare against competitors.
✔	Understand the top reasons why most digital transformation projects fail and how to avoid making the same mistakes.
✔	Learn quick techniques to explore if an existing business strategy or transformation strategy will work.
✔	Understand the different kinds of innovation that should be practiced and how to avoid the hype around Design Thinking.
✔	Help leaders understand why it's important to use data in their strategic planning and the consequences of not using it.
✔	You will be able to deliver a short 'Digital Mindset' class for yourself. We give you the slides at no additional cost!

PROPULSION DIGITAL INSIGHTS REPORT
Score how innovative a business is in the digital economy

Innovators are winning disproportionately more in the digital economy than their competitors. Propulsion is an AI enabled platform that measures the digital footprint of a business or business unit and rates the perceived innovation abilities of that company or department.

This platform is available, for free, to all Ionology Certified Digital Transformation Consultants.
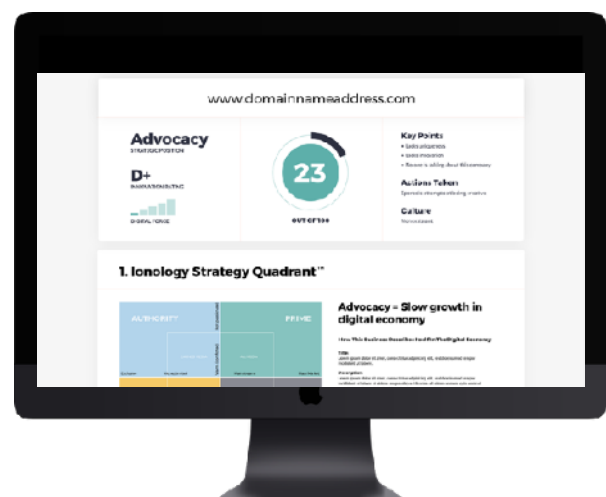
MODULE **02**:
PLANNING DIGITAL TRANSFORMATION

Lead business conversations with data, insights, frameworks and models

MODULE 2: PLANNING DIGITAL TRANSFORMATION WILL ENABLE YOU TO…	
✔	Lead business decision makers on a data driven journey of discovery measuring where they are currently in the digital economy and guiding them on what plays they should make in order to succeed.
✔	Coordinate communications with the transformation roadmap and help bring people on the journey.
✔	Use rapid methods of identifying the best ambassadors that can work with you to bring about change.
✔	Find out the difference between 'innovating' and 'creating a culture of innovation' and why it's important to create the latter.
✔	Creating capacity for change is easy to say but difficult to do in practice. Employ rapid methods for creating space for teams to deliver transformation.
✔	Create specific outcome based objectives, KPIs and other data driven metrics to measure the transformation journey.
✔	Translate those plans into experiments, actions and technology.
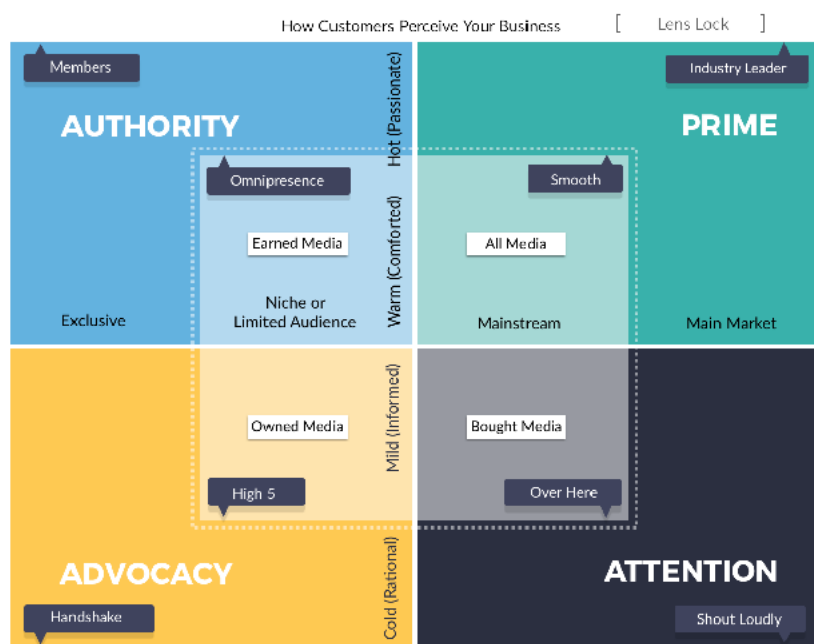
The 7 Principles of Digital Business Strategy is the world's only purpose built, data-driven, business transformation framework.

Unlike academic courses, we don't teach silly acronyms or refer to check-lists as 'frameworks'.

Our frameworks are data-driven, changing the roadmap as new data presents itself.

MODULE 03:
DELIVERING DIGITAL TRANSFORMATION

Innovation fuels transformation. It is a step beyond imagination and creativity.

MODULE 3: DELIVERING DIGITAL TRANSFORMATION WILL ENABLE YOU TO…	
✔	Understand how corporate lifecycles affect digital transformation.
✔	Learn how to experiment with new business models, products and services measured using data.
✔	Create experiments and use data to understand customer needs.
✔	Calculate if a business has sufficient resources to deliver on its roadmap. (Clue: strategic ambition is always greater than available resource!)
✔	Learn how to have those tough conversations with customers when the numbers don't reflect their version of reality.
✔	Learn how to run innovation workshops based upon proven methods.
✔	Use analytics to verify the satisfactory outcomes being delivered as part of the transformation delivery program.

This module of the course provides real-life case studies of businesses that are undergoing digital transformation, the challenges they face and how to get leaders to play their part in transforming the business.

It is in this module we connect the technology requirements with the business need.
This module is important for consultants and technology providers that want to build lasting relationships with their customers.
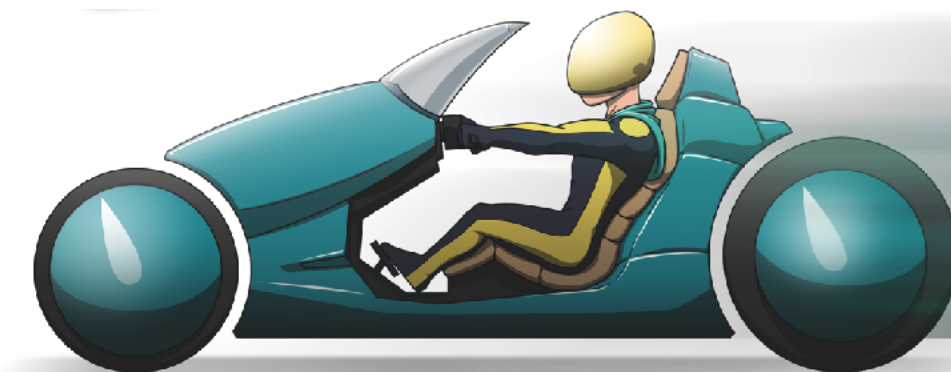
MODULE **04:**
EMERGING TECHNOLOGY

If you don't understand the business implications of AI, it's time you did.

Artificial intelligence is not like any technology that has gone before. Every business process that has an associated decision tree will fall to AI. If a business is to leverage this new emerging technology they need to understand both the business benefit and its impact. AI is data powered. The data needed depends on the transformation plan. You will help business leaders and technologists join the dots.

MODULE 4: EMERGING TECHNOLOGY WITH A FOCUS ON AI WILL ENABLE YOU TO...	
✔	Get a broad functional understanding of emerging technologies and advances in genomics, engineering, manufacturing and other industries.
✔	Demystify AI, Machine Learning and Deep Learning. This module is not technical, it is business impact focused.
✔	Get hands-on with practical experiments where you will create your own chatbot, neural network, machine learning, supervised learning AI!
✔	Learn a powerful and proven method of engaging business leaders in helping them explore their readiness for AI.
✔	Create a score for each department and simple roadmap of readiness for AI.

INSIDE OUT AND OUTSIDE IN MODEL FOR EXPLAINING HOW TO PREPARE FOR ARTIFICIAL INTELLIGENCE
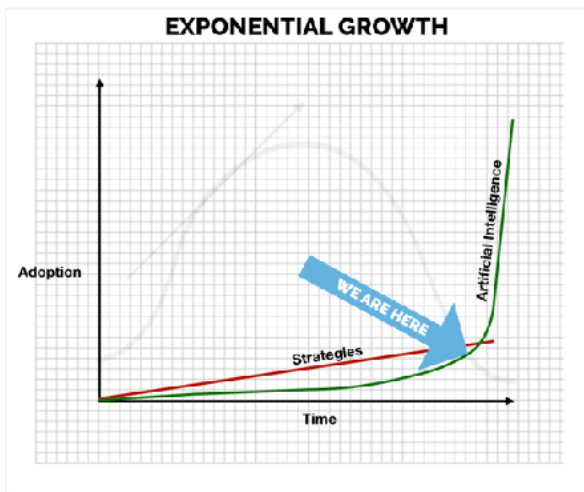
MODULE 05:
SELLING DIGITAL TRANSFORMATION

Data Insight Selling, the next step up from The Challenger Sale.

"...be memorable, not agreeable. It's nice to have a business conversation about profits and capabilities, or a relationship conversation around sports and kids, but unless you frame your conversation around an edgy or unique insight, the customer will forget everything you said as soon as you walk out the door. Being different sounds risky, but it's better than being forgettable."
- The Challenger Sale

The problem with The Challenger Sale is finding new insights by which to challenge the customer. The Ionology frameworks and AI powered platform enable you to rapidly 'Teach, Tailor & Take Control'.

MATTHEW DIXON and BRENT ADAMSON
of CEB

The
CHALLENGER SALE How to Take Control of the Customer Conversation

'The most important advance in selling for many years'
Neil Rackham, author of SPIN Selling

EXPONENTIAL GROWTH

Compelling yet challenging content and insightful data driven stories help create highly effective sales pitches that address real business problems; however, these topics are often avoided or ignored by technology and 'digital' consultants. Differentiate from the crowd and start to deliver challenging, evidence-based sales pitches - we'll give you the tools and skills to do so.

Our experiments prove time and again that business leaders don't read the detail. They do, however, watch very personalised videos. In this module we explain exactly how you can easily turn our insights into a pitch or a report, delivered via a private YouTube video.

WHAT ARE THE LEARNING OPTIONS, HOW ARE THEY PRICED AND WHAT IS THE ADVANTAGE OF EACH OPTION?

On-Premise | Open Classroom

If you're a technology firm wishing to upgrade your sales and consulting arm, then on-premise (or remote learning) is the best solution. This program can be tailored for you and delivered in your organisation.

If you're a single consultant or technology sales professional and want the full experience of working directly with Niall McKeown and his team sign up for our open classroom delivery. Online, live and totally interactive. It's a full-on immersive experience.

On-Premise & Virtual Delivery

- Delivered in person by Prof. Niall McKeown
- Fully customised to your organisation
- Includes Propulsion and commercial usage licence
- Options for post-course coaching and support available

Open Classroom

- Delivered in person by Prof. Niall McKeown
- Includes slides for Day 1 and course book
- Includes pre-workshop interview and pre-reading recommendations
- Propulsion and licence included

Course Duration

- Customisable delivery plan to suit needs
- Option to become an Ionology Certified Education Centre

Price

- Dependant on number of attendees.
- Schedule a call to discuss

Course Duration

- 6 half days delivered over 2 weeks (typically 8am-12pm)
- Mandatory Certification

Price

- **€2950** Per-Person

JOIN OUR GLOBAL PARTNER NETWORK

Ionology 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

INDUSTRY VALIDATED CERTIFICATION

We get it; we're not Stanford, MIT or Emeritus nor do we try to be.

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.

Clever acronyms or analogue check-lists don't make the grade in our course materials.

We teach the world's most advanced, purpose built, data-driven digital transformation framework.

We deliver digital transformation and AI programs to global leaders across all industry sectors throughout the world.

If you are looking for an academic accreditation which anyone can buy, then this is not the course for you.

If you're looking for a widely proven, practical, industry approved, digital transformation and AI course, 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.

ionology

Schedule a Call
www.ionology.com/contact-us