



# EXECUTIVE COURSE FOR GOVERNMENT & ENTERPRISE **LEADING DIGITAL TRANSFORMATION**

REMOTE LEARNING & ON-PREMISE OPTIONS



“The World’s Most Practical Digital  
Transformation Course For The Entire  
Organisation”

## **| LEADING DIGITAL TRANSFORMATION**

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. This course 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

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## OUR COURSES

We teach the world's most **practical, proven and action orientated** digital transformation courses, delivered by **industry experts** and underpinned by a data-driven framework. Our courses can be delivered on-premise, online or blended.

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.

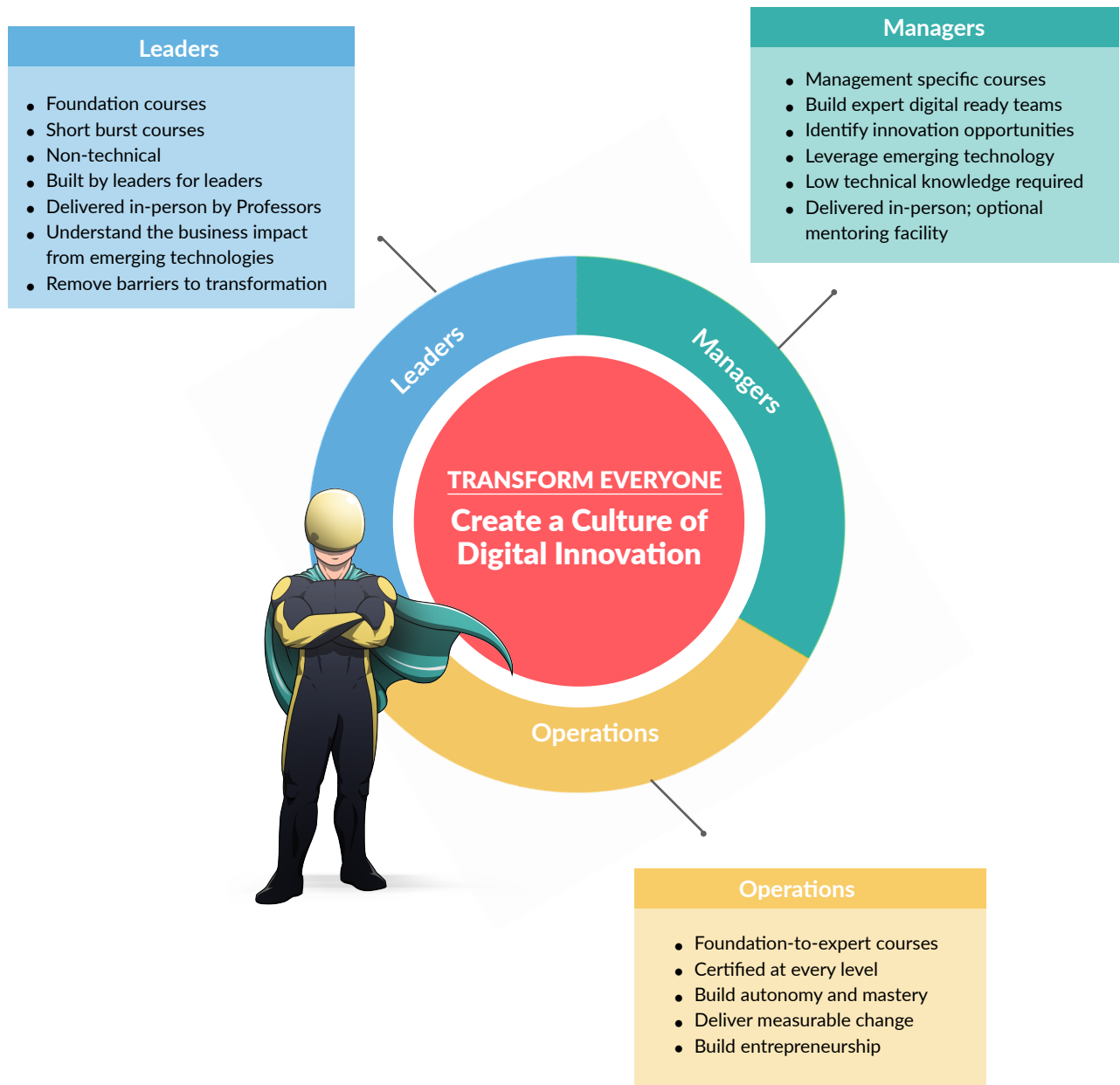
We work with top industry experts to design and develop courses that match the core competencies required for your digital transformation.



# TRANSFORMATION FOR EVERYONE

Successful enterprises build capability and specialist teams.

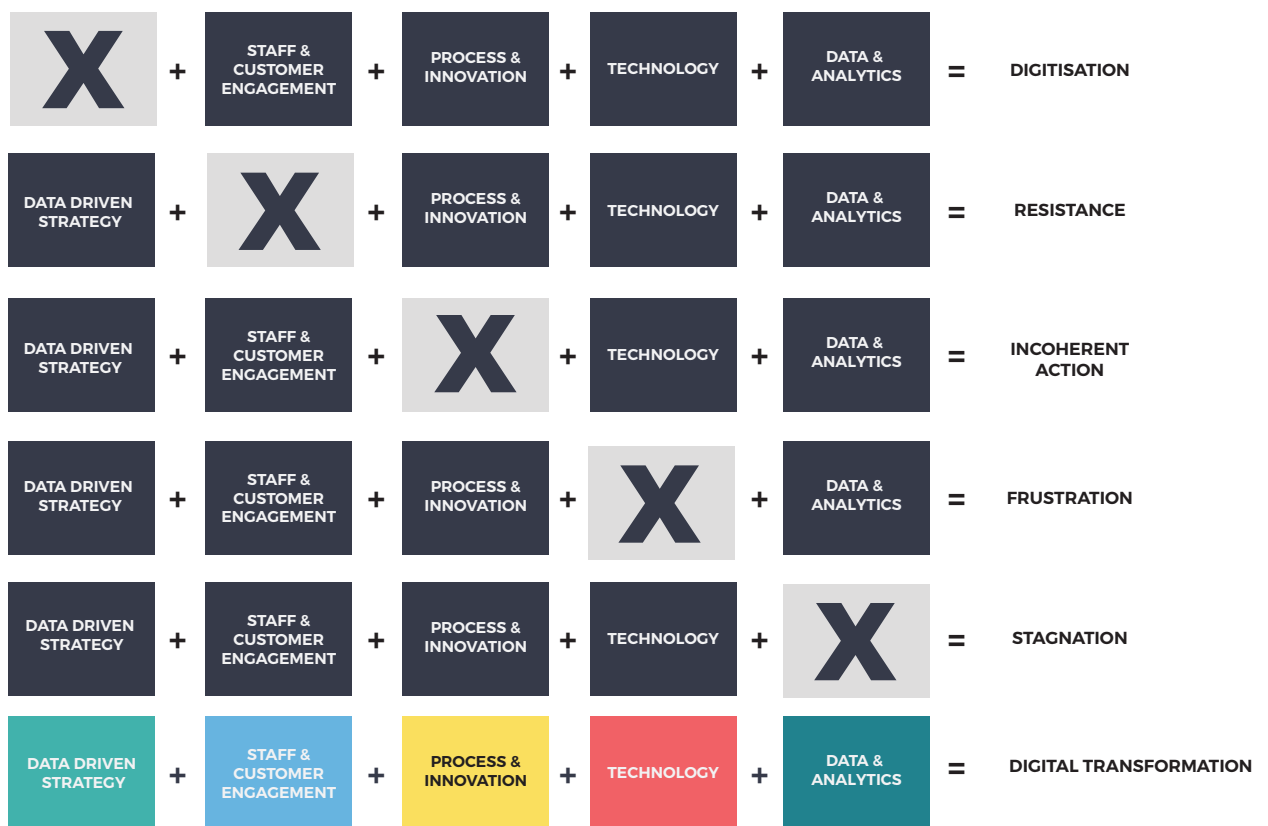
Our course portfolio provides expert facilitated and tailored learning solutions to suit the requirements of decision makers at every level within your organisation.



## STOP CREATING RANDOM ACTS OF DIGITAL...

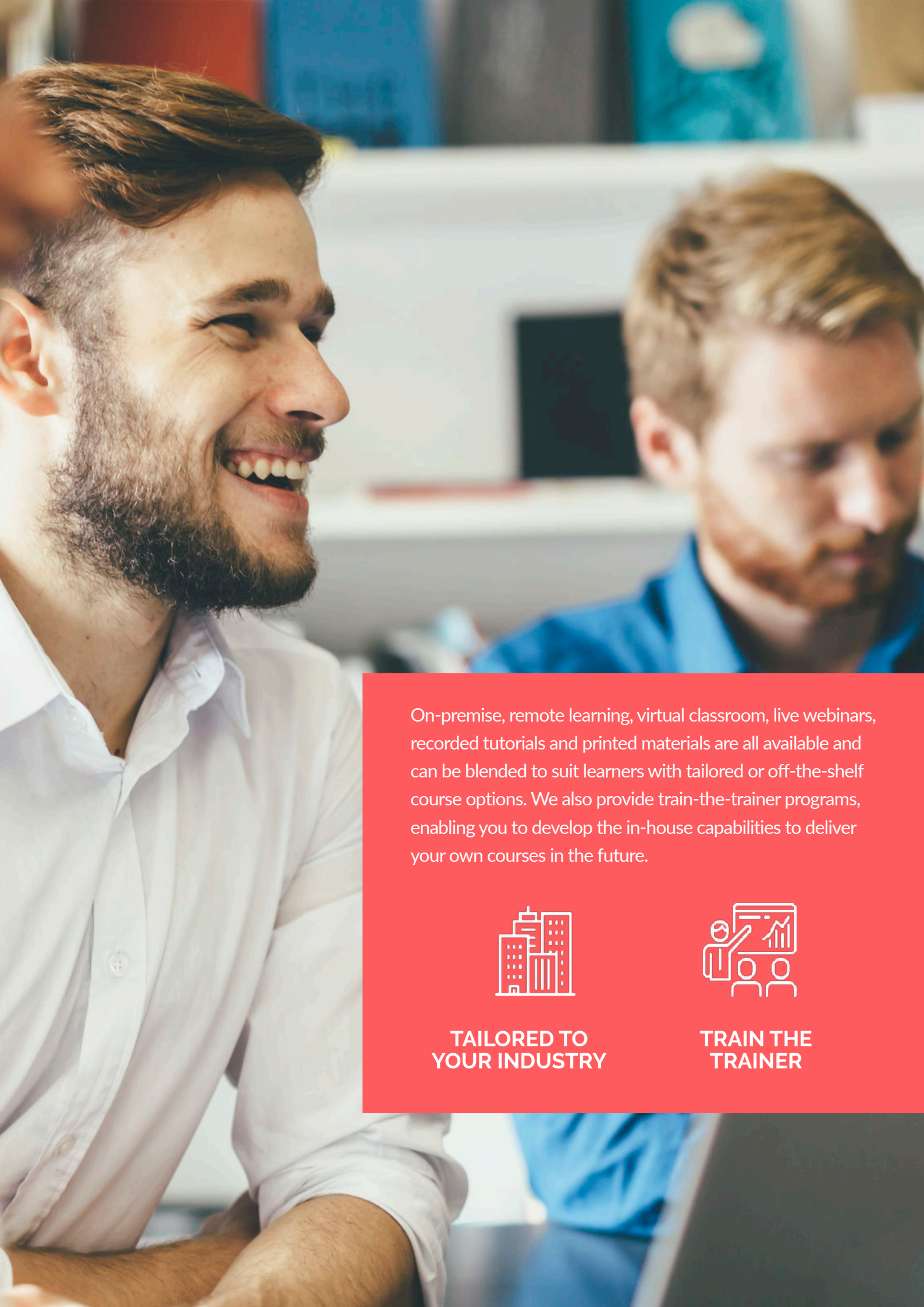
..and start to use a data-driven digital transformation framework to evaluate opportunities, develop an evidence-based roadmap for growth and create an effective plan of action.

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 have 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 TO  
YOUR INDUSTRY**



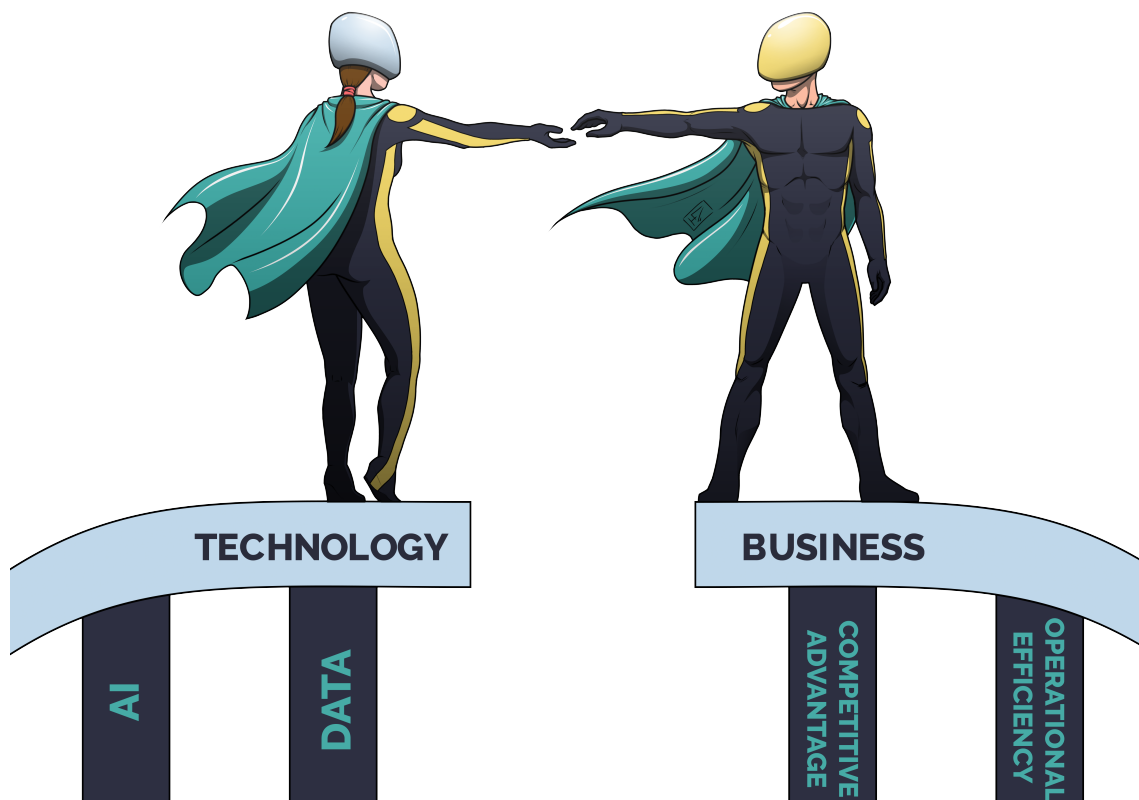
**TRAIN THE  
TRAINER**

## 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



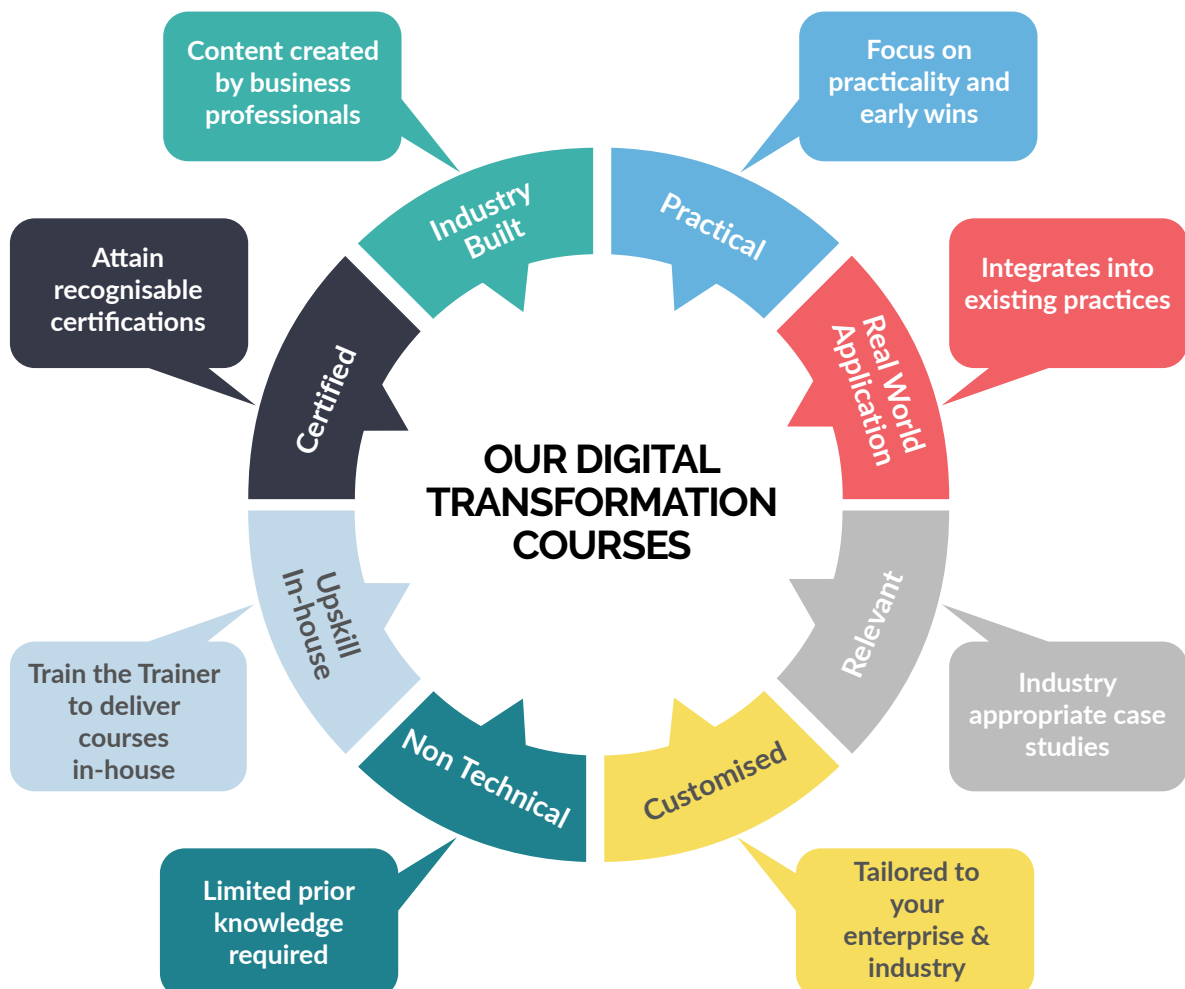
## YOUR LEARNING JOURNEY

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 courses delivered by industry experts on-premise, online or blended.
- 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.



**ON-PREMISE  
OR ONLINE**



**PRE & POST CLASS  
ASSESSMENT**



**INDUSTRY CERTIFIED**



**SURVEYS, DISCUSSIONS &  
QUIZZES**



**PEER LEARNING**



**PRACTICAL EXPERIMENTS**



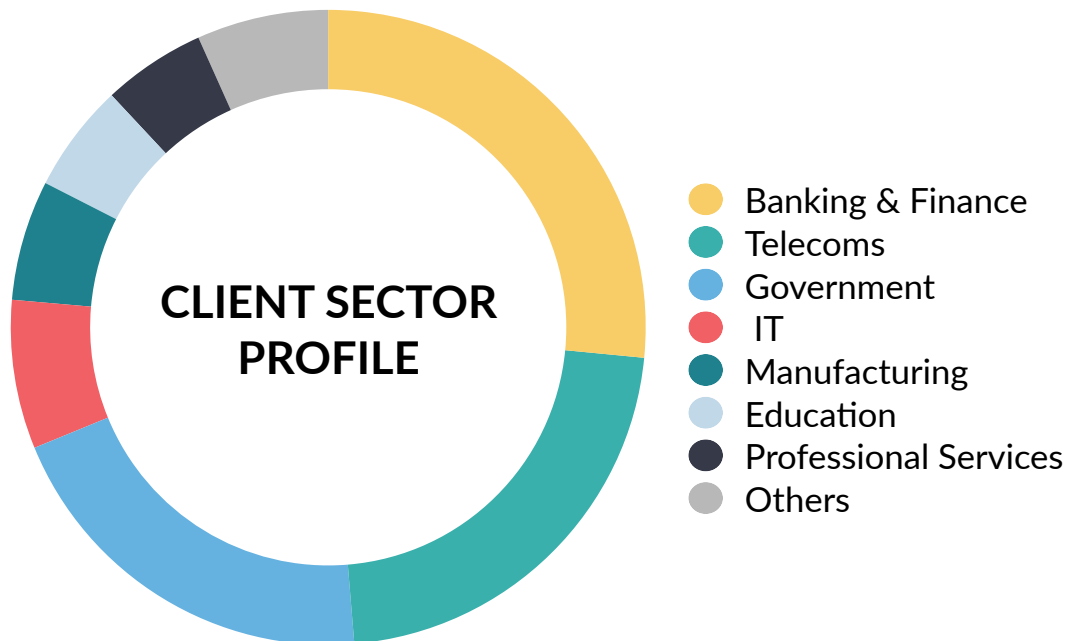
**ONLINE, AI ENABLED  
SUPPORT TOOLS**



**TAILORED AGENDA & CLASS  
MATERIALS**

## WHO WE DELIVER TO

Our course content is suitable for all sectors.



## YOU'RE IN GOOD COMPANY

Our course alumni..





## **LEADING DIGITAL TRANSFORMATION**

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 program is comprised of 5 modules designed to guide leaders, managers and operational staff to deliver the change necessary to thrive in the digital economy. We show you how to approach strategy, planning and operations in a new way to help avoid business disruption whilst remaining relevant to customers and stakeholders. This program 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

## Course Options

To provide you with the most suitable solutions to meet your organisations training needs, we offer a 3 Day or 5 Day option.

Unsure which option is best for you? Contact us direct: [hello@ionology.com](mailto:hello@ionology.com)



### 3 Day Course

#### **Module 1: The Digital Mindset**

- 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**

- 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



## 5 Day Course

**Includes:**

**Module 1: The Digital Mindset + Module 2: Digital Transformation Planning**

### **Module 3: Creating a Culture of Digital Innovation**

- Creating a cultural mindset for digital innovation
- What counts as innovation
- How to select innovations
- Identifying customer needs
- Collaborative innovation
- Design Thinking and Sprint - the design of products, services and new business models
- Resources versus agility - How to find the right balance

### **Module 4: Leveraging Emerging Technology**

- Emerging Technologies and How They Impact Strategy
- The business capabilities of AI, IoT and Blockchain
- Preparing Your Business for AI
- Creating new business models inspired by emerging technology
- Identifying the required skills, data and resources
- Building a 'next steps' plan of action

## **Module 5:**

### **Delivering Digital Transformation**

- Learn 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

## PROGRAM FACULTY

### Designed & Delivered By Industry Professionals

All of our courses 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 lonology's extensive portfolio of bespoke leadership programs underpinned by the lonology Digital Transformation Framework and relevant insights. 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 lonology, 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 lonology'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 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, worldwide and in multiple languages.

UK  
Ireland  
Germany  
Spain  
Saudi Arabia  
UAE  
South Africa

Thailand  
Malaysia  
India  
Singapore  
Sudan  
United States  
Peru







Get in touch  
[lonology.com/contact-us](https://lonology.com/contact-us)