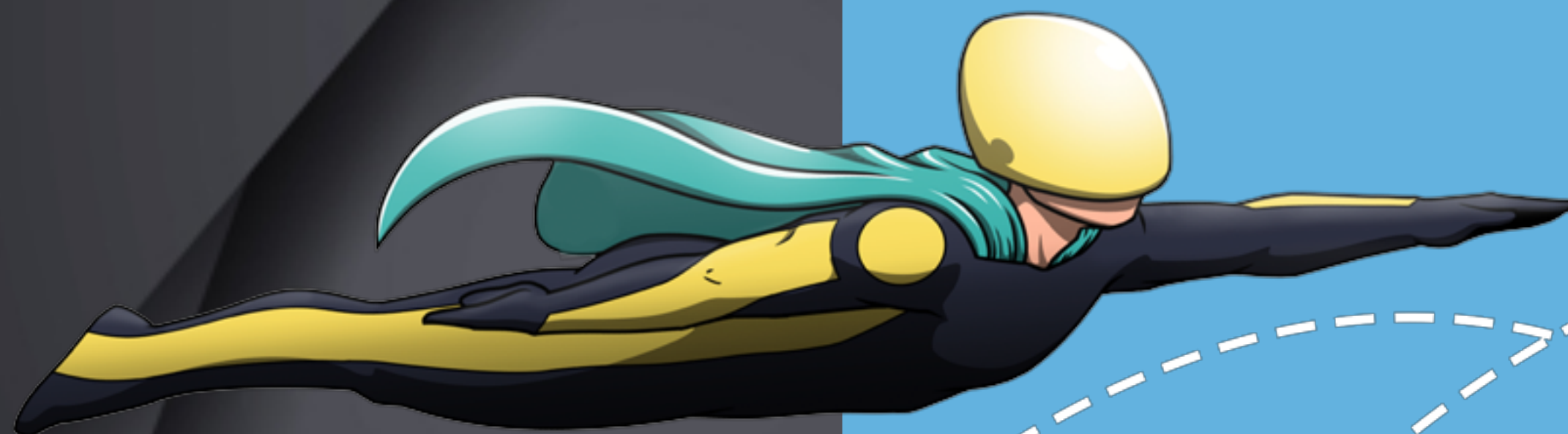
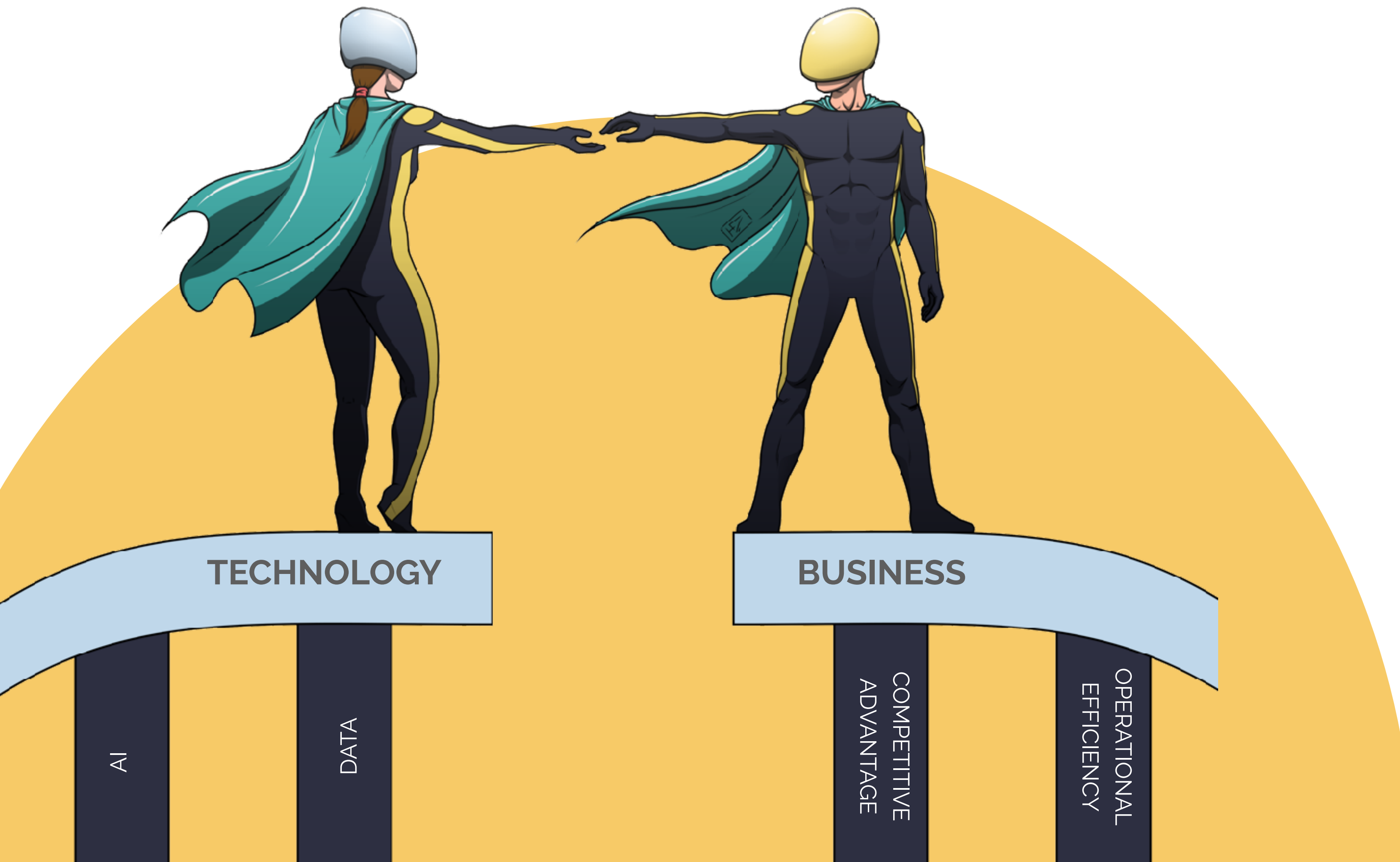


ionology

Digital Transformation Course for Consultants



Bridge the Gap Between Technology & Leadership



Leaders want to transform their business and improve competitive advantage. They need to become *Digital Innovators*.

Technologists typically deliver whatever they're asked for. It's what they're being asked for, that's the problem.

Ionology are experts at helping commercial businesses and government bodies close the gap between technology and leadership.

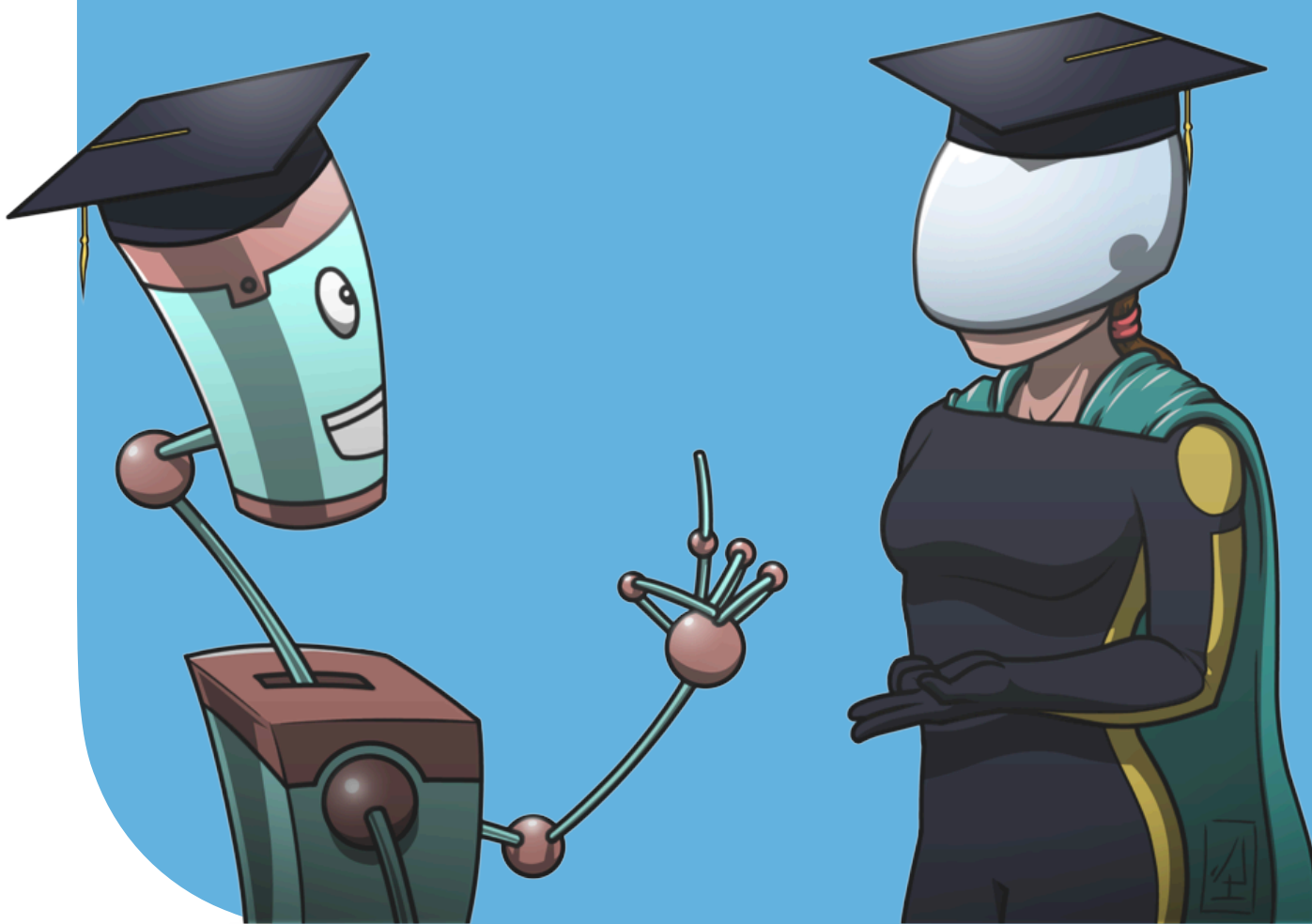
We help you create new, sustainable customer advantage powered by emerging technology

The 3 Step Pathway to Becoming a Digital Innovator

The methods used to create your success that have led you to this point are not the same methods that will create a dynamic, AI powered business of the future. It's time to switch things up!

1

EDUCATION



Close the Gap Between Leaders
and Technologists

2

INNOVATION



Innovate Like a Startup, Leveraging
Emerging Tech

3

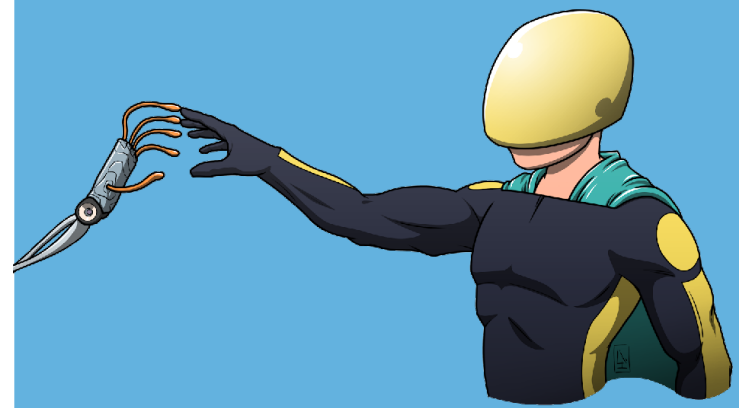
COMMUNICATION



Translate Your Innovation Into a Winning
Marketing Proposition

Consultants Course

Session 1



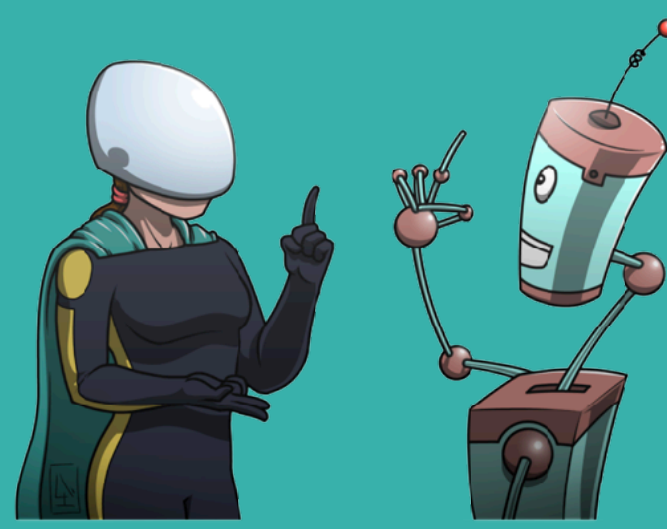
**INTRODUCING DIGITAL
TRANSFORMATION
FOR CONSULTANTS**

Session 2



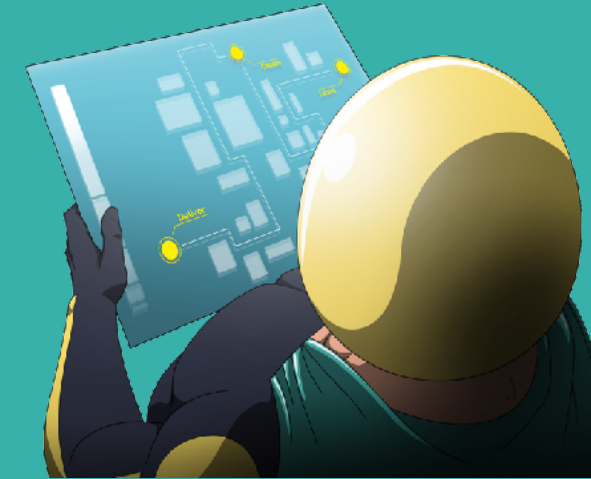
**HOW TO BUILD
THE DIGITAL
MINDSET**

Session 3



**FRAMEWORKS FOR
LEADING DIGITAL
TRANSFORMATION**

Session 4



**ESSENTIAL DATA FOR
STRATEGIC
DECISION MAKING**

Session 5



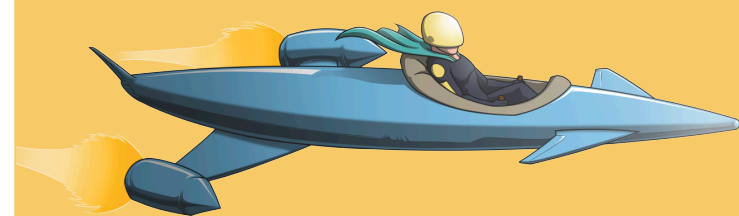
**OPERATING MODELS,
ROLES AND
RESPONSIBILITIES**

Session 6



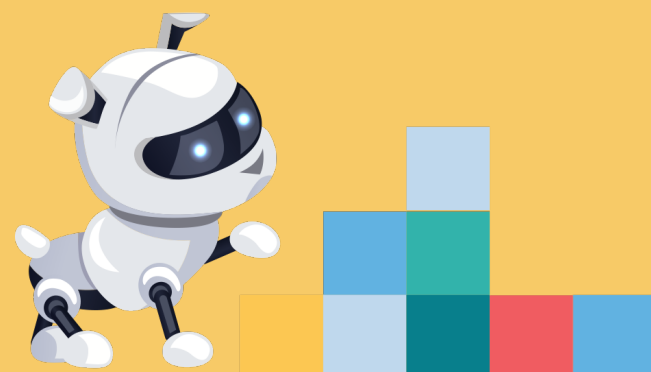
**ROADMAPPING,
OBSTACLES AND
SOLUTIONS**

Session 7



**LEVERAGING
THE BUSINESS
BENEFITS OF
EMERGING TECH**

Session 8



**THE BUSINESS
OF MACHINE
LEARNING**

Session 9



**LEADING DIGITAL
INNOVATION
WORKSHOPS**

Session 10



**BUILDING AND
TESTING DIGITAL
INNOVATIONS**

Session 11



**BUILDING A DIGITAL
MOVEMENT**

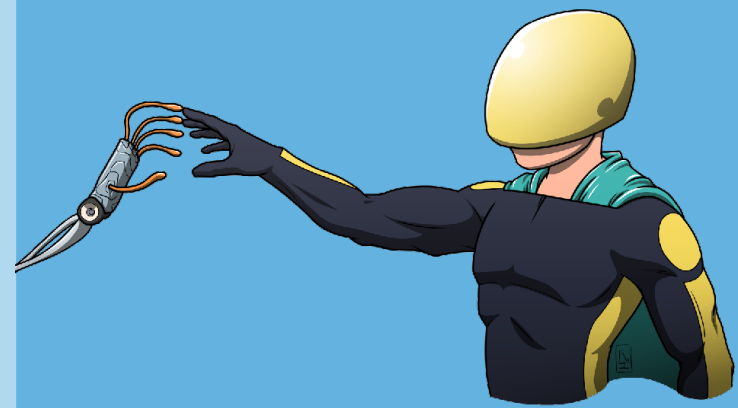
Session 12



**"SELLING" DIGITAL
TRANSFORMATION**

Day 1, 2 and half of day 3 - Strategic Advisory Work

Session 1



INTRODUCING DIGITAL TRANSFORMATION FOR CONSULTANTS

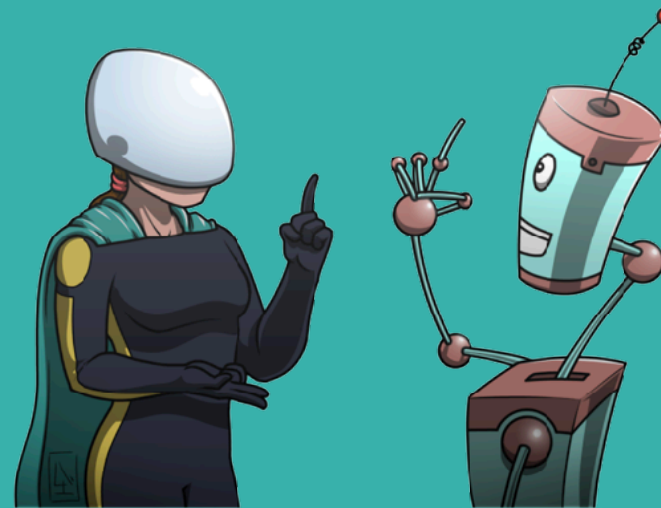
- Understand the difference between digitising and transforming
- Get to see how successful digital innovators think and lead
- Measure a business's current position in the digital economy and identify the gaps

Session 2



HOW TO BUILD THE DIGITAL MINDSET

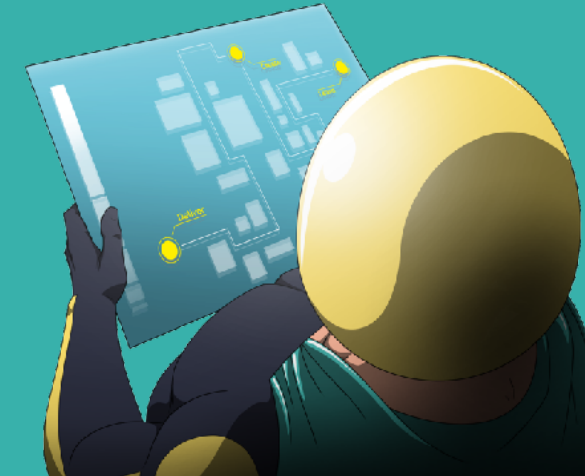
Session 3



FRAMEWORKS FOR LEADING DIGITAL TRANSFORMATION

- Examine data about amazing market and customer opportunities you never knew existed
- Find out why SWOT is dead and DATA has taken over
- Use digital transformation frameworks to examine each of your business units

Session 4



ESSENTIAL DATA FOR STRATEGIC DECISION MAKING

Session 5



OPERATING MODELS, ROLES AND RESPONSIBILITIES

- Plot where the customer is in terms of progressing their digital transformation and the challenges they likely face
- Explore ways to build innovation resource within the business to match the strategic ambition
- Have a clear set of practical *next steps* to help deliver the strategic plans

Session 6



ROADMAPPING, OBSTACLES AND SOLUTIONS

The Digital Transformation Process for Consultants

Build a long-term relationship with business leaders and help them reposition in the Digital Economy leveraging emerging technology.

