



## DIGITAL TRANSFORMATION IN PRACTICE: STRATEGIC TOOLS FOR BUSINESS INNOVATION

### "Digital Transformation in Practice: Strategic Tools for Business Innovation"

is an intensive course designed for forward-thinking professionals eager to master the intricacies of digital transformation. With the digital revolution reshaping business landscapes across industries, this course delves into the strategies necessary for leading successful digital initiatives and transforming business models. Participants will explore the economics, technology paradigms, and management practices crucial for thriving in digital-centric businesses.

The course structure balances theoretical frameworks with hands-on practical assignments, interactive sessions, real-world case studies, and collaborative workshops. Attendees will dissect the domains of Customers, Competition, Data, Innovation, and Value to understand how these areas are impacted by digital technology. The course prepares professionals to effectively respond to market disruptions, leverage digital technologies for innovation, and pivot existing business models to meet the challenges of the digital age.

#### Learning outcomes

Upon completing the course, participants will be able to:

##### 1) Demystify digital transformation:

- Clearly distinguish between informatization, digitization, and digital transformation.
- Understand the impact of digital transformation across various business domains.

##### 2) Harness customer networks:

- Reinvent marketing strategies to align with digital trends.
- Create customer network strategies that engage and add value to networked customers.

#### TRAINING AGENDA

##### Day 1

#### Demystifying Digital Transformation & Harnessing Customer Networks

##### Opening Remarks & Course Introduction 09.00-09.15

##### Session 1 09.15-10.45

##### Demystifying the Concept of Digital Transformation

- What is and is not digital transformation
- Informatization vs. Digitization vs. Digital Transformation
- The Five domains of Digital Transformation: Customers, Competition, Data, Innovation, Value
- Changes in strategic assumptions from the analog to the digital age

Coffee Break 10.45-11.15

##### Session 2 11.15-12.45

##### Harnessing Customer Networks

- Reinvented marketing funnel
- Path to purchase
- Core behaviours of customer networks

Lunch Break 12.45-13.45

##### Workshop 1: 13.45-15.15

##### The Customer Network Strategy Generator

- Interactive exercises on customer network behaviours

Coffee Break 15.15-15.45

##### Session 3 15.45-17.00

##### Build Platforms, Not Just Products

- Platform business models
- (In)direct network effects
- (Dis)intermediation
- Competitive value trains

##### Day 2

#### Turning Data into Assets & Fostering Innovation

##### Workshop 2: 09.00-10.45

##### Designing Platform Business Models

- Hands-on activities to create platform strategies

Coffee Break 10.45-11.15

##### Session 4 11.15-12.45

##### Turn Data into Assets

- Templates of data value
- Drivers of big data
- Data-driven decision-making

Lunch Break 12.45-13.45

##### Workshop 3: 13.45-15.15

##### Data Value Creation

- Practical applications of data templates in business

Coffee Break 15.15-15.45

##### Session 5 15.45-17.00

##### Innovate by Rapid Experimentation

- Divergent and convergent experimentation
- Minimum viable prototype
- Designing experimentation and testing plans

**3) Build platform business models:**

- Recognize the significance of platform models over traditional product-centric approaches.
- Harness network effects to build competitive platforms and drive innovation.

**4) Turn data into business assets:**

- Develop strategies to leverage data as a key asset for decision-making.
- Use data to drive business strategies and offer unique value propositions.

**5) Foster innovation through experimentation:**

- Implement divergent and convergent experimentation techniques.
- Develop minimum viable prototypes and innovate rapidly in response to market feedback.

**6) Adapt value propositions:**

- Evolve business value propositions to stay relevant in a changing market.
- Use strategic tools to anticipate market shifts and adapt offerings accordingly.

**7) Master disruptive business models:**

- Understand and apply theories of disruption to business models.
- Conceptualize and evaluate the potential for disruption in their industry

**Day 3**

**Adapting Value Propositions & Mastering Disruption**

**Session 6 09.00-10.45**

**Adapt Your Value Proposition**

- Concepts of market value
- Paths out of a shrinking market
- Steps to value proposition evolution

**Coffee Break 10.45-11.15**

**Workshop 4: 11.15-12.45**

**Value Proposition Development**

- Workshop on evolving value propositions in changing markets

**Lunch Break 12.45-13.45**

**Session 7 13.45-15.15**

**Mastering Disruptive Business Models**

- Defining disruption
- Theories of disruption
- Business model theory of disruption

**Coffee Break 15.15-15.45**

**Final section: 15.45-17.00**

**Wrap Up: Q&A, Lessons Learned, and Discussion**

- Open forum for participants to ask questions
- Summarizing key takeaways from the training
- Discussing the application of new knowledge to participants' SMEs and identifying potential next steps for their business transformation efforts

**Description of workshops**

**Workshop 1: The Customer Network Strategy Generator**

Interactive exercises on customer network behaviours. The Customer Network Strategy Generator is designed to help you develop new strategic ideas for engaging and creating value with networked customers. It does this by linking your own business objectives to the core behaviours of customer networks that we have examined in this chapter. It can be used to generate new marketing communications and customer experiences as well as new product and service innovations.

**Workshop 2: Designing Platform Business Models**

Hands-on activities to create platform strategies. The Platform Business Model Map is an analytic and visualization tool designed to identify all the critical parties in a platform and analyze where value creation and exchange take place among the different customers and with the platform business itself. The logic of platforms is quite different from that of traditional product, service, or reseller businesses. It is therefore very important that you understand the value exchange among customers in order to see the strategy behind any successful platform.

**Workshop 3: Data Value Creation**

Practical applications of data templates in business. The Data Value Generator value is a tool which follows a five-step process for generating new strategic ideas using customer data.

**Workshop 4: Value Proposition Development**

Workshop on evolving value propositions in changing markets. The Value Proposition Roadmap is a tool that any organization can use to assess and adapt its value proposition for its customers. You can use it to identify new and emerging threats as well as new opportunities to create value for your customers. It will help you synthesize those findings into a plan to create new, differentiated value in a changing landscape. Above all, if your company is under pressure, the tool will force you to challenge your assumptions, step back from focusing on defending your past business, and use your customers' perspective to imagine new ways forward.



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