



## Executive Education Open Programmes

### Programme duration and dates

Two-days

Programme dates available at:  
[www.cass.city.ac.uk/execed-calendar](http://www.cass.city.ac.uk/execed-calendar)

# Leading Digital Transformations

Transform your business to survive the digital revolution in this practical two-day programme for strategic business leaders.

### PROGRAMME OVERVIEW

Digital technologies are profoundly transforming people, societies and the business landscape. This highly interactive programme provides company executives and entrepreneurs with the conceptual knowledge and practical tools required for the on-going digital transformations of their organisations. Learn about the business impact of digital change and formulate a digital roadmap for the future of your organisation.

Join other industry leaders to learn how digital technologies are changing the business context including products, services, value chains and industry structures; the new rules of competition and new strategic imperatives; business models and organisation to become digital; challenges in managing digital and legacy business models; the transition to digital; and the role of regulation.

### WHO IS THE PROGRAMME FOR?

The programme is designed for non-technical executives, leaders and entrepreneurs who need to better understand changes in the digital landscape, the impact on business models and the disruptions to industries.

### FOCUS AND STRUCTURE

The programme is divided into two parts. The first covers a review of the wider psychological and socio-economic implications, including the co-evolution of technology, business and society in order to develop emergent scenarios on the impact of digital transformation.

The second part focuses on the business implications of digital transformations, including basic analytical tools, value chain digital transformations, digital ecologies, product service digital convergence, digital disruptions of products and services, organising for digital innovation and new business models. Through a blend of face-

to-face teaching, interaction over a digital environment, case studies and experiential learning delivered by experts in the field, you will create your own digital roadmap. Delegates will collaborate with digital tutors and share positive and negative experiences with peers to learn from a range of best practices.

### BENEFITS

- Learn about frameworks for analysing the impact of digital change on your competitive advantage
- Understand the sources of competitive advantage in the digital world and the role that digital should have in your business strategy
- Learn about frameworks to help you define and build successful digital business models
- Gain in-depth knowledge on how to develop or predict the emergence of new business models
- Understand the pitfalls when running digital and traditional business models at the same time
- Learn about mechanisms to build a *winner takes all* digital strategy
- Learn about mechanisms to escape from being *stuck in the middle* – i.e. when you are neither a market leader nor a niche player
- Get direct exposure to successful cases and senior executives that have already embraced digital change
- Develop an action plan to implement digital change in your organisation, before it is too late.

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## Other Open Programmes

- Strategic Decision Making for Leaders
- Leadership Communication
- Becoming an Effective Leader
- Effective Negotiation Skills
- Professional Development Programme for Aspiring Non-Executive Directors
- Finance for Non-Financial Leaders
- Developing your Core Consulting Skills.

## WORLD-CLASS FACULTY LED BY

### Prof. Gianvito Lanzolla

Gianvito is currently a Visiting Scholar at the London Business School and a Professor of Strategy at Cass Business School, which he joined in April 2006.

Gianvito's research revolves around competitive advantage and its sustainability in rapidly changing technological and institutional environments. He teaches Strategic Leadership, Leading Digital Transformations and Diversification Strategy courses to MBA students, in both Cass' London and Dubai campuses. From 2009 to 2013 he was the Director of the Cass MSc in Management, programme that he completely re-designed and led to become one of the leading MSc programmes in the World (as per FT's ranking).

Gianvito consults and gives talks for companies worldwide. He has worked with leading companies including Microsoft, British Telecom, IBM, Vodafone Group, Vodafone India, Ericsson, Axel- Springer, De Persgroep, SKY UK, Times of India, Unicredit, ING Group, Bank of New York-Mellon, Allianz, some German manufacturing middlestand (Vaillant, KION) and international conglomerates (Alturki, Barloworld, Alghanim).

## SIR JOHN CASS BUSINESS SCHOOL

Based in the heart of London, with unrivalled access to the capital's global business network and leaders, Cass Business School is consistently ranked amongst the best in the world. For nearly half a century, our reputation for excellence in research and business education has attracted innovative faculty and industry experts from around the world. Our mission is to provide academic excellence for business and the professions.

## DYNAMIC DEVELOPMENT PROGRAMMES FOR SENIOR PROFESSIONALS

Our executive and leadership development programmes inspire businesses and the individuals who drive them to excel above and beyond their objectives. We provide you with more than education – we create an opportunity to collaborate with experts and fully immerse yourself in your peers' collective knowledge and experience, while gaining feedback and ongoing support to deliver measurable results. Designed for high-level professionals who want game-changing impact, our Open Enrolment Portfolio covers areas vital to today's leaders. Programmes include leadership, general management, finance and particular specialisations.

## OUR SIGNATURE APPROACH

Today's ever-changing business environment needs agile leaders. Our programmes offer world-class learning experiences that provide the relevance, flexibility and personalisation you need to create a positive impact on your career and your business' bottom-line. We understand that research comes alive when applied. Our faculty are more than top-rated researchers. They are actively involved in business, where they work with organisations, leaders and policy-makers as practitioners, advisers and non-executive board members.

For us it's not just about individual development, it's also about collaboration. Our programmes are built on shared goals, shared thinking and shared investment in long-term relationships. Together, we help you gain access to subject-matter experts, forge new relationships, strengthen existing ones and harness the power of idea-sharing with your peers. Meet global executives shaping the future of business and return to your organisation with first-hand industry knowledge and networks that will refresh your thinking and decision-making.

## PROGRAMMES FOR MAXIMUM FLEXIBILITY

Mix and match our one to five day open enrolment programmes to create your personalised development plan. Identify which topics you need and when you need them to gain knowledge and enhance your skills, just-in-time.

Our modular programmes give you:

- A competitive edge, sharpened by industry insight
- Short and focused pieces of learning that fit your schedule and your work
- Practical skills that can be applied quickly for immediate impact
- Building-blocks to meet your personalised development objectives
- Transformational experiences for individuals, teams or whole organisations
- Opportunity for *alumnus* qualification and access to our exclusive *alumni* network.

## AN EXPERIENCE IN THE HEART OF GLOBAL BUSINESS

London is one of the world's great business centres and a hub of creativity and innovation. With the Lord Mayor of London as our Chancellor, we provide unparalleled connections to an elite network of businesses and organisations. Learn with the people shaping markets and leading new trends in our executive development facility, designed with active, collaborative working in mind.