

DIGITAL LEADERSHIP – TECHNICAL LEADERSHIP PROGRAM



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- Day 2: Analysis and Evaluation of Digital Technologies and Innovations
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Introduction to Digital Transformation and Innovation

Welcome, future digital leader! Day The "Leading Digital Transformation and Innovation" course from INSEAD teaches participants how to lead and manage digital transformation initiatives in their organizations by learning the principles and practices of digital technologies and innovations. The course covers topics such as the challenges and opportunities of digital transformation, the analysis and evaluation of digital technologies and innovations, the formulation and implementation of digital strategies and solutions, the communication and collaboration with different stakeholders, and the measurement and control of digital performance and impact. Day





Why Choose Chools?

Numbers That Speak for Themselves:

- **10,000+ Successful Alumni:** Join a network of impactful professionals.
- **95% Job Placement Rate:** Secure your future with Chools' proven track record.
- **20+ Years of Excellence:** Trust in a legacy of education and industry expertise.
- **200+ Industry Partnerships:** Leverage our connections for real-world insights and opportunities.

What Sets Us Apart?

- **Expert Instructors:** Learn from industry veterans with hands-on experience.
- **Hybrid Learning Model:** Balance online flexibility with in-person engagement.
- **Comprehensive Curriculum:** Stay ahead with courses designed meet market demands.
- **Community and Networking:** Be part of an active community of learners and professionals.

Who Can Apply?

Eligibility Criteria:

- At least 10 years of work experience, preferably in a leadership role.
- Fluency in English.





Ideal Candidates:

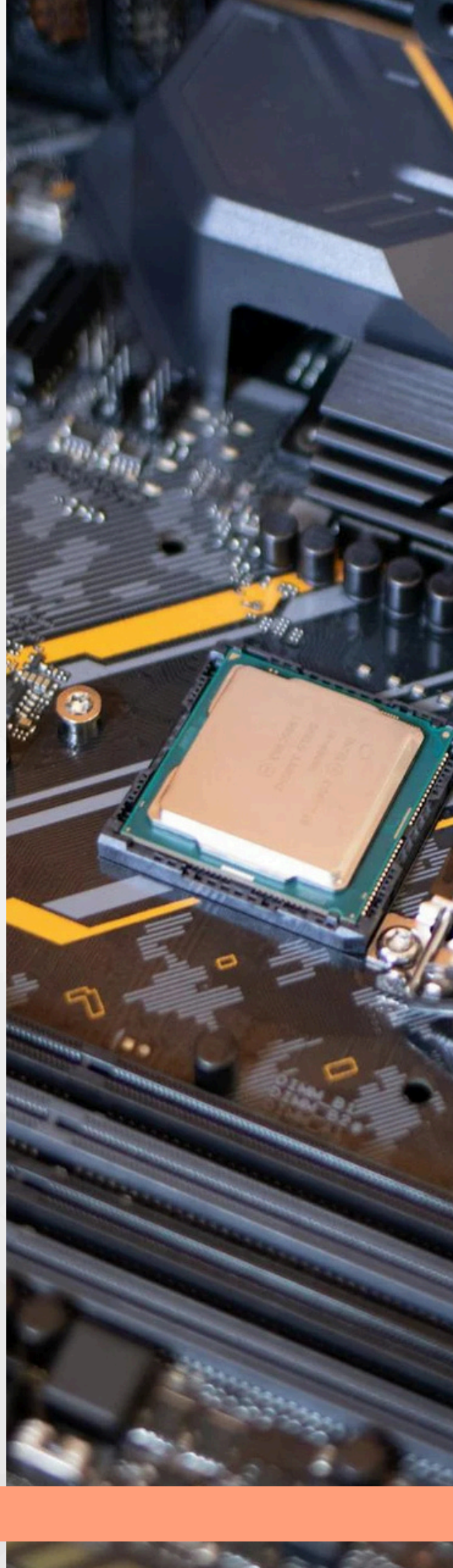
- Senior and upper-middle-level executives responsible for strategy and organizational effectiveness in their companies, aiming to enhance their leadership skills and advance their careers.

Program Overview

The Leading Digital Transformation and Innovation Program from INSEAD provides extensive education in digital transformation practices. Our curriculum ensures a comprehensive understanding through six focused days, combining theoretical knowledge with practical, hands-on experience.

Learning Mode:

- **In-Person Sessions:** Engage directly with INSEAD faculty, industry experts, and peers.
- **Interactive Sessions:** Includes live lectures, workshops, and Q&A forums.
- **Networking Opportunities:** Connect with senior executives and external speakers to advance your career.



Curriculum Highlights:

- **Fundamental Knowledge:** Core principles of digital transformation and innovation.
- **Advanced Techniques:** In-depth understanding of digital leadership tools and practices.
- **Real-World Applications:** Practical projects and case studies to apply your learning.
- **Professional Development:** Continuous learning and networking opportunities to advance your career.

Program Objectives

- Master advanced skills in digital transformation.
- Implement innovative strategies and solutions.
- Enhance communication and collaboration abilities.
- Navigate challenges and opportunities of digital transformation.
- Foster continuous learning and networking.
- Prepare for advanced roles in digital leadership.

Expected Outcomes

- Proficiency in digital transformation tools and techniques.
- Practical experience through hands-on projects.
- Strong analytical and problem-solving skills.
- Application of innovative and strategic thinking.
- Enhanced communication and collaboration skills.

Skills Learned

- **Digital Transformation Challenges and Opportunities:** Understanding and leveraging digital transformation.
- **Technology Analysis and Evaluation:** Analyzing and evaluating digital technologies and innovations.
- **Digital Strategy Formulation:** Formulating and implementing digital strategies and solutions.
- **Stakeholder Communication:** Communicating and collaborating with different stakeholders.
- **Performance Measurement:** Measuring and controlling digital performance and impact.

Job Positions and Opportunities

- **Career Paths:** CEO, CTO, CIO, COO, Chief Architect, Head of Engineering, Head of Technology.
- **Industry Demand:** High demand across various sectors, competitive salaries, and strong growth potential.

Key Industry Verticals

- **Skill Application Areas:** Technology, Finance, Healthcare, Government, Retail, Energy, Telecommunications, Manufacturing.



Program Outline

Day 1: Challenges and Opportunities of Digital Transformation

1. Understanding Digital Transformation

- Core principles, tools, and frameworks.

2. Identifying Opportunities

- Leveraging opportunities in digital transformation.

Day 2: Analysis and Evaluation of Digital Technologies and Innovations

3. Technology Analysis

- Analyzing and evaluating digital technologies.

4. Innovation Management

- Managing and fostering innovation.

Day 3: Formulation and Implementation of Digital Strategies

5. Digital Strategy Formulation

- Formulating digital strategies.

6. Strategy Implementation

- Implementing digital strategies effectively.

Day 4: Communication and Collaboration with Stakeholders

7. Effective Communication

- Enhancing communication skills for digital leadership.

8. Stakeholder Collaboration

- Collaborating with different stakeholders.

Day 5: Measurement and Control of Digital Performance and Impact

9. Performance Measurement

- Measuring and controlling digital performance.

10. Impact Assessment

- Assessing the impact of digital transformation initiatives.

Day 6: Networking and Integration

11. Professional Networking

- Building and leveraging professional networks.

12. Integration and Reflection

- Integrating learning and reflecting on digital leadership development.

Enrollment Now Open!

Take the first step towards becoming a certified Digital Leadership Professional. Enroll in our program and enhance your career.