

Leading the Digital Business

Today, every company needs to be a digital business – not just in terms of being able to do business online, but to embrace new tech in every part of the organisation, and to lead with agility and speed.

Leading the Digital Business

Objective:

To build a “digital” mindset in business, in both the understanding and application of new technologies, but also the ways in which it redefines business practices, leadership behaviours, ways of working, and value potential.

Audience:

Business leaders and managers who seek to build faster, smarter organisations through the effective use of new technologies and intelligence – a how digital is not a transformation in itself, but the enabler of profound business transformation.

Outcomes:

At the end of the program, participants will:

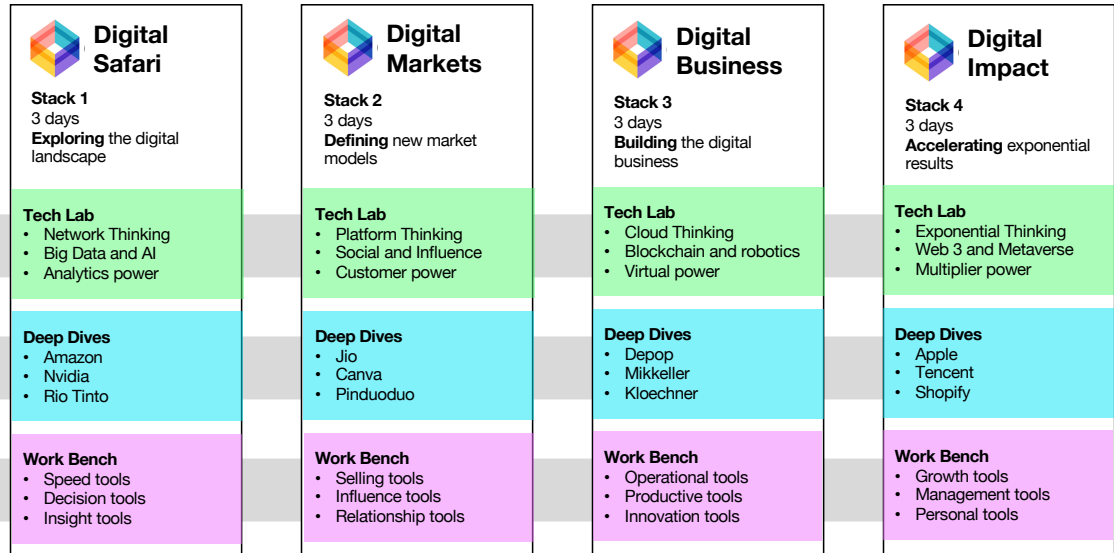
- Understand the dimensions and applications of new tech – from digital platforms to AI and big data, blockchain, AR and robotics.
- Consider the next emerging tech landscape including the most recent development in crypto, NFTs, Web3 and metaverse.
- Enable application of new tech to solve business and societal problems in more radical and revolutionary ways, and what this will take.
- Develop the mindset to lead an organisation driven by speed and agility, connectivity and intelligence.

Leading the Digital Business

Typical structure, customisable to your audiences and needs:

Typically 4 “stacks” of applied thinking over 12 days, for example in 4x3 day modules, depending on the depth of exploration.

Including deep dives into various technologies and how companies are using them to drive change and advantage.



Leading the **Digital Business**

Digital Safari

Stack 1

- Explore how digital tech has transformed markets – consumer to industrial - disrupted every business, and shaped customer agendas.
- Immerse in the “start-up” mentality in which every market is seen ripe for reinvention, creating vortices for rapid disruption and change.
- Understand the technologies behind the market disruptors and their associated business models.
- Deep dives into the world’s most innovative companies, including Amazon’s flywheel of growth, Nvidia’s super semiconductors, Rio Tinto’s digital mining.

Digital Markets

Stack 2

- Considering the transformation of markets, convergence of sectors and changing interfaces between business and customers.
- Rethinking market models, in particular the rise of direct to customer models, transforming channels, business models and ecosystems.
- Embracing the power of data, and from that AI, in every type of business, to transform customer interactions and experiences.
- Deep dives into the world’s most innovative companies, including Jio digital life, Canva’s empowered media, and Pinduoduo’s gamified retail.

Leading the **Digital Business**

Digital Business

Stack 3

- Understanding how digital business drive exponential growth through networks and flywheels, communities and collaboration.
- Developing interaction fields of customers and partners to solve bigger problems for customers, and to go further and faster.
- Becoming a virtual business, built on ecosystems of partners, which physical presence and existing capabilities have no limit on growth potential
- Deep dives into the world's most innovative companies, including how Mikkeler in craft beers, Kloecher in steel, and Depop in fashion.

Digital Impact

Stack 4

- Harnessing the power of technology while managing your business for agility and growth, avoiding the risk of fads and legacies.
- Driving speed, personalisation and collaboration - inside and outside - as a competitive advantage over analogue businesses.
- Avoiding tech myopia, an obsession with the technical, but having a disruptor mindset, even as a large and established business.
- Deep dives into the world's most innovative companies, inspired by Tencent's disruptions, Shopify's infrastructure, Apple's \$3trillion success.

Leading the Digital Business

Participants benefit from a rich learning experience which is enhanced by a diversity of additional resources:

- Online business simulation, in which they work with others to drive transformation in a real way.
- New and topical case studies about the most interesting companies around the world right now.
- A practical toolkit to use in parallel which helps them apply the ideas to their own business.
- Access to over 250 useful articles, research reports and more, as useful background reading

and the people who they will work alongside:

- Expert academic faculty from around the world bringing new insights, fresh perspectives, and best practices.
- Learning from their colleagues, typically all from different industries, and building a network for life.



GlobalXED™
Global Executive Education
& Development Network

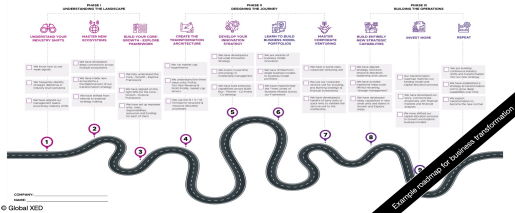
Useful links:

- www.globalxed.com
- Connect with us on LinkedIn - [HERE](#)
- Get in touch: contact@globalxed.com
- Sign up for Newsletter - [HERE](#)

Leading the **Digital Business**

.... bringing together a broad range of ideas and insights, tools and templates, applied to participants' individual business challenges ...

Roadmaps and transformational projects



Inspiration from global leaders



Insights from leading businesses

