Design a Winning **Digital Transformation Strategy**

QUICK **VIEW**

100% Distance-Learning

Approximately:
2 hours

Anyone

Digital transformation is at the top of the priority list for many companies. But while they are usually aware of the importance of seizing the opportunities offered by the digital revolution, many organizations struggle to design a robust strategy to meet this key challenge. And even if they do manage to craft a great strategy, a large number often fail at the execution stage.

This course offers a structured and powerful method to beat those odds by helping you make the 3 most important strategic choices that will determine your success:

- **Platforms:** a key step is to look carefully at the platforms you plan to use as the engine of your transformation and select the best options available
- **Ecosystem:** it is also crucial to build and leverage an ecosystem of partners to give you quick access to the technologies that are vital to make this transformation happen
- **Business model:** you must also take advantage of the new opportunities offered in the digital world to reinvent your business model.

Then, to succeed at the execution stage, you must also look at
- **Implementation:** it is essential to consider how you can bring your organization along with you on this digital transformation journey and overcome the resistance that you will no doubt encounter along the way.

Thanks to all the insights, tools and case studies provided in this course, you will be in a much stronger position to lead your organization into its digital future!

FOLLOW THE **PATH**

Explore digital transformation ①

② Build a platform strategy

Create and sustain an ecosystem ③

④ Design an effective business model for the digital world

Implement your digital transformation ⑤

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TRUST OUR **EXPERT**

NATHAN FURR

Nathan Furr is **Innovation and Strategy Professor at INSEAD** in France, and is a recognized expert in the fields of innovation and technology strategy. Furr earned his Ph.D. from Stanford University, where he studied how innovators commercialize their ideas. His bestselling books include *The Innovator's Method, Leading Transformation, and Innovation Capital.* He has published broadly in Harvard *Business Review, Sloan Management Review, Forbes, Inc.,* and academic journals. He is an Innosight Fellow, has been **nominated for the Thinkers50 Innovation Award,** and works with leading companies such as Google, Microsoft, Citi, ING, Philips, Solvay, and others.
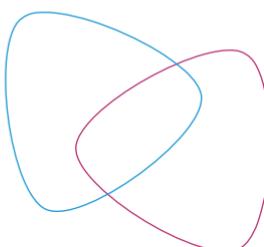
PROVEN
BENEFITS

A readiness to make strategic choices

+

A structured approach to digital challenges

+

An improved ability to overcome human resistance to change