

Thinking Strategically in the Digital Space

Develop a strategic road map for digital success

Gaining an understanding of strategic frameworks is key for organizations to succeed in crafting a digital strategy. This program enables you to explore creative and analytical thinking systems, and to develop a strategic roadmap using innovative tools such as the Business Canvas Model. It is ideal for establishing a design-thinking approach, a perspective on disruption and a foundation for the design of your first digital business strategy.

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Takeaways

- Get a birds-eye view of strategic thinking and analysis in a digital workspace
- Gain insights on disruption and the ways that organizations are responding to it
- Integrate critical and creative thinking for a well-balanced approach
- Employ innovative tools and techniques to break through the status quo
- Fast-track business solutions by establishing a design-thinking approach
- Prepare to develop a digital business strategy that is transformative and persuasive

Program Content

- What is strategic analysis?
- Introduction to thinking strategies
- Critical thinking and reflection
- Creative thinking and expression
- The art of observation and deduction
- Data visualization
- Analysis through prototyping and design-thinking
- Mapping your digital strategy to the business canvas

Special Features

This four-week program is offered self-paced online, and includes two live online sessions each week. Average study time per week is about 6-8 hours.

Our online programs are structured to provide a positive learning environment that will enable you to interact with the content and other participants, as well as with the online instructor. All of our instructors are experienced industry professionals who will provide feedback and guidance as you navigate through the content.

Program Leader

Jim Southcott

Jim has worked as a senior strategist for more than 25 years and is an Adjunct Professor at UBC Sauder. With both academic and practical expertise, he has helped senior managers set long-term business and marketing strategies, and guides students in navigating change and transforming their digital strategy.

To Register

Executive Education

www.sauder.ubc.ca/executive

Tel. 604.822.8400 (toll-free 1.800.618.3932)

Digital Transformation

Cultivate an organizational culture where digital can thrive

Cultivate an innovative organizational culture where digital can thrive by becoming an effective change agent. Learn how to pitch your vision, while carefully balancing resistance and influence during your conversations with internal and external stakeholders. Define your current vs. future state of the business, and build a digital maturity model that drives your organization forward. Develop digital talent that is high-performing, social, customer-centric, and entrepreneurial.

An interactive learning experience, this program will elevate your skills in leadership, strategy and communication.

Takeaways

- Elevate your skills in leadership, strategy and communication
- Identify and reduce gaps between current and desired levels of performance
- Communicate your vision in a way that inspires others to action
- Nurture digital talent within a culture that supports risk-taking and innovation
- Establish good digital governance
- Develop a digital plan to drive your organization forward

Program Content

- The organizational digital ecosystem
- The role of “digital” innovation and change agent
- A digital readiness audit
- Building a digital maturity model
- Conducting a gap analysis: current vs. future state
- Resource planning: HR, financial, operations, technology
- Digital HR and talent: recruitment, mentoring and/or outsourcing
- The social organization and culture
- Digital governance

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Program Leader

Rochelle Grayson

Rochelle is a consumer and digital media executive with more than 20 years of business, technology and education experience. She has launched and led several innovative digital media initiatives, working with companies both small and large as well as with highly analytical and creative individuals.

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Digital ROI

Strategies for optimizing your organization's digital ROI

Digital disruption has changed the way we comprehend return on investment (ROI) for a business. Examine how digital business models disrupt traditional value chains. Apply a digital SWOT analysis that evaluates the customer-centric experience, touch points and feedback loop. Identify and interpret signs of disruptive change, and build digital solutions while optimizing your organization's digital ROI.

This program focuses on strategy, leadership and organizational planning.

Takeaways

- Elevate your skills in strategy, leadership and organizational planning
- Understand the disruptive forces affecting business today and how organizations are responding
- Conduct a digital SWOT analysis to get a big-picture view of your organization's place in the competitive environment
- Evaluate the entire customer journey, from start to finish
- Use both left- and right-brain thinking to create positive return on value
- Develop innovative digital solutions to rapidly evolving issues

Program Content

- The changing landscape of ROI and the customer experience
- Disruptive forces and changing business models
- A digital SWOT: looking internally and externally
- The customer journey and supporting metrics
- Rethinking and optimizing ROI

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Leading Data-Driven Performance

Implement an agile performance strategy that can propel your organization forward

Examine how data can influence your organization's value proposition. Demystify big data and create a data acquisition plan that aligns with business goals and facilitates decision making. Develop an agile performance approach and track appropriate metrics to achieve actionable results. Prepare to implement a performance strategy that can propel your organization forward in today's ever-changing environment.

In this program, you'll assess the impact of digital analytics on all areas of business and learn how to communicate insights to transform that analysis into action.

Takeaways

- Analyze data through the lens of your organizational strategy
- Collect and apply the right type of data analytics
- Improve organizational decision making by basing your thinking on fact-based evidence
- Build high-functioning data teams and track appropriate performance metrics
- Get a jump on the future by anticipating emerging trends and technologies
- Display digital leadership and foster a collaborative data culture

Program Content

- Digital leadership and creating a data culture
- Business intelligence and big data
- Understanding data through your value proposition
- Data acquisition, analysis and actionable insights
- Types of data analytics (including descriptive, diagnostic, predictive and prescriptive)
- HR, data team roles and requirements
- Governance, consumer privacy and digital ethics
- Emerging Technologies and the future impact on consumer brands

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Program Leader

Jonathan Carrigan

Jonathan is a passionate thought leader with 20 years of experience working at the intersection of strategy, technology and design. He was a founding member of the corporate transformation office at Maple Leaf Sports and Entertainment that guided the organization's digital transformation. Previously he led digital product development and design in support of strategic planning at the Canadian Broadcasting Corporation. An active educator and online facilitator, he speaks regularly at industry events internationally.

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