

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

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

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.

To Register

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