

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

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

Executive Education

www.sauder.ubc.ca/executive

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