Leading Digital Transformations

Transform your business to survive the digital revolution in this practical two-day programme for strategic business leaders.

PROGRAMME OVERVIEW

Digital technologies are profoundly transforming people, societies and the business landscape. This highly interactive programme provides company executives and entrepreneurs with the conceptual knowledge and practical tools required for the on-going digital transformations of their organisations.

Learn about the business impact of digital change and formulate a digital roadmap for the future of your organisation. Join other industry leaders to learn how digital technologies are changing the business context including products, services, value chains and industry structures, the new rules of competition and new strategic imperatives, business models needed to become digital, challenges in managing digital and legacy business models, the transition to digital and the role of regulation.

WHO IS THE PROGRAMME FOR?

The programme is designed for non-technical executives, leaders and entrepreneurs who need to better understand changes in the digital landscape, the impact on business models and the disruptions to industries.

FOCUS AND STRUCTURE

The programme is divided into two parts. The first covers a review of the wider psychological and socio-economic implications, including the co-evolution of technology, business and society in order to develop emergent scenarios on the impact of digital transformation.

The second part focuses on the business implications of digital transformations, including basic analytical tools, value chain digital transformations, digital ecologies, product service digital convergence, digital disruptions of products and services, organising for digital innovation and new business models. Through a blend of teaching, group interaction, case studies and experiential learning delivered by experts in the field, you will create your own digital roadmap. Delegates will collaborate with tutors and share positive and negative experiences with peers to learn from a range of best practices.

PROGRAMME BENEFITS

- Learn about frameworks for analysing the impact of digital change on your organisation's competitive advantage and sustainability
- Understand the sources of competitive advantage in the digital world and the role that digital should have in your business strategy
- Identify frameworks to help you define and build successful digital business models
- Gain in-depth knowledge on how to develop or predict the emergence of new disruptive business models
- Understand the pitfalls when running digital and traditional business models at the same time
- Explore mechanisms to build a winner takes all digital strategy
- Learn about mechanisms to escape from the 'stuck in the middle' trap – i.e. when you are not the market leader and you are not a niche player
- Get direct exposure to successful cases and senior executives that have already embraced digital change
- Develop an action plan to implement digital change in your organisation.

BAYES BUSINESS SCHOOL
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WORLD-CLASS FACULTY LED BY
Professor Gianvito Lanzolla

Gianvito Lanzolla is Professor of Strategy and Founding Director of the Digital Leadership Research Centre (DLRC) at Bayes Business School, which he joined in April 2006.

Gianvito's research revolves around competitive advantage and its sustainability in rapidly changing technological and institutional environments. He teaches Strategic Leadership, Leading Digital Transformations and Diversification Strategy courses to MBA students, in both Bayes' London and Dubai campuses. From 2009 to 2013 he was the Director of the Bayes MSc in Management, a programme that he completely re-designed and led to become one of the leading MSc programmes in the world (as per FT's ranking).

Gianvito consults and gives talks for companies worldwide. He has worked with leading companies including Microsoft, British Telecom, IBM, Vodafone Group, Vodafone India, Ericsson, Axel-Springer, De Persgroep, SKY UK, Times of India, Unicredit, ING Group, Bank of New York-Mellon, Allianz, some German manufacturing mittlestand (Vaillant, KION) and international conglomerates (Alturki, Barloworld, Alghanim).

Dr Aneesh Banerjee

Aneesh Banerjee is a researcher, educator, and consultant in the field of Technology and Innovation Management.

Aneesh's research has been published in leading academic journals and has been recognised by both academics and practitioners. Having been nominated for the Carolyn Dexter Award from the Technology and Innovation Management division of the Academy of Management (AoM), the leading global academic body in the field of management, and by the International Society for Professional Innovation Management (ISPIM), the leading professional body in innovation management.

Aneesh is the Course Director of the Bayes Global MBA programme. He teaches topics in Digital Technologies across MBA programmes including Full-Time MBA, Executive MBA, and Modular Executive MBA. He has consulted widely and lectured at various industry and academic forums on resilience, innovation management, machine learning & AI for managers, distributed product development, outsourcing and offshoring strategies. Before joining Bayes, he worked with leading firms in the software industry (SAP and Accenture).

Professor Elena Novelli

Elena Novelli is Professor of Strategy at Bayes Business School, where she also serves as the Co-Director of the Digital Leadership Research Centre (DLRC). Her research, based on natural, lab and field experiments, explores how firms and individuals create and capture value from knowledge and how problem framing can support superior decision making and performance. Her most recent work has explored these issues in the context of entrepreneurial firms and her work has been published in top academic journals. At Bayes, Elena teaches on the Modular Executive MBA programme. In 2017, she launched the successful elective Capturing Value from Innovation, currently taught to students across all MBA Programmes. Elena has coordinated and taught Executive Education courses for public organisations as well as leading international companies in the media, banking, real estate, transportation and retail industries.

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