

Without doubt, information technology is one of the biggest disruptive forces confronting organizations and their leadership teams today. And it is not just large organizations but organizations of all sizes, including the public sector, that are being impacted by the inexorable advances in technology. Most businesses today are – or, at least, are becoming – digital businesses. It seems that no industry is immune to the realities in which business models, business processes, value propositions, customer experiences, products, services, and management practices have been, or are being, transformed by the internet and other digital technologies.

It is therefore paramount that all organizations have a strategy that clearly maps out how the organization plans to leverage digital technologies. But how do you go about building this strategy? What should such a strategy contain? And who should be responsible for developing this strategy?

JUNE 27–28, 2016
ESMT CAMPUS, BERLIN

DECODING DIGITAL

Building a Digital Strategy

KEY BENEFITS

This program will help executives address the key questions of where, when, and how to invest in digital. Participants will gain a thorough understanding of the impact of digital technologies on organizations and the competition. The program will establish a frame of reference for considering digital in a strategic context, provide a language to discuss opportunities and challenges, and present a toolset to aid in crafting a digital strategy.

DIG FACULTY

JOE PEPPARD

is professor and head of the practice group Information and Communications Technologies at ESMT. Additionally, he is an adjunct professor at the University of South Australia. The focus of his research is in the area of information, information systems, and information technology. Through his research he seeks to challenge dominant orthodoxies, as he believes that these contribute significantly to the problems that organizations have in leveraging digital technologies, both operationally and strategically, and ultimately in optimizing the value delivered from digital investments. He has published widely in academic, general business, and management journals and regularly presents his work at international conferences. His most recent books include *Digital Leadership for Boards and C-Suites*, *The Strategic Management of Information Systems: Building a Digital Strategy*, and *Customer Relationship Management: Perspectives from the Marketplace*. He is an associate editor of the *International Journal on IT/Business Alignment and Governance*, an editorial board member of the *European Management Journal* and *MIS Quarterly Executive*, and was previously European editor of the *Journal of Information Technology*. In his consulting, Joe has worked closely with senior executives and board members of large complex organizations in both the public and private sectors, advising them on IT and strategy-related matters, leveraging information, and on how to unlock business value from IT investments. He also works with a number of technology companies, helping them with their strategies, market positioning, and growth.

WHO SHOULD ATTEND

Executives focused on helping their organizations embrace digital technologies, both operationally and strategically.

TOPICS INCLUDE

- ✓ Unlocking business value from digital investments
- ✓ Distinguishing between different types of digital investments
- ✓ Innovating products, services, processes, and customer experiences
- ✓ Components of a digital strategy
- ✓ Tools and techniques for building a digital strategy

METHODS

We have designed an experience-based program for executives. As a result, Decoding Digital (DIG) relies on methods specifically chosen for this group, including business cases, interactive lectures, group work, and discussions with peers and faculty.

POSTGRADUATE DIPLOMA IN MANAGEMENT

DIG is part of the cluster Management of Technology and Strategy and counts toward 2 of the 18 days necessary to gain the diploma. For more information go to: www.esmt.org/postgraduatediploma

TUITION € 1,800*

ADMISSIONS MANAGER

Our admissions manager, Carina Fechner, will be glad to answer any questions you might have regarding this program:

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PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Netsai Ndaza:

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ESMT

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