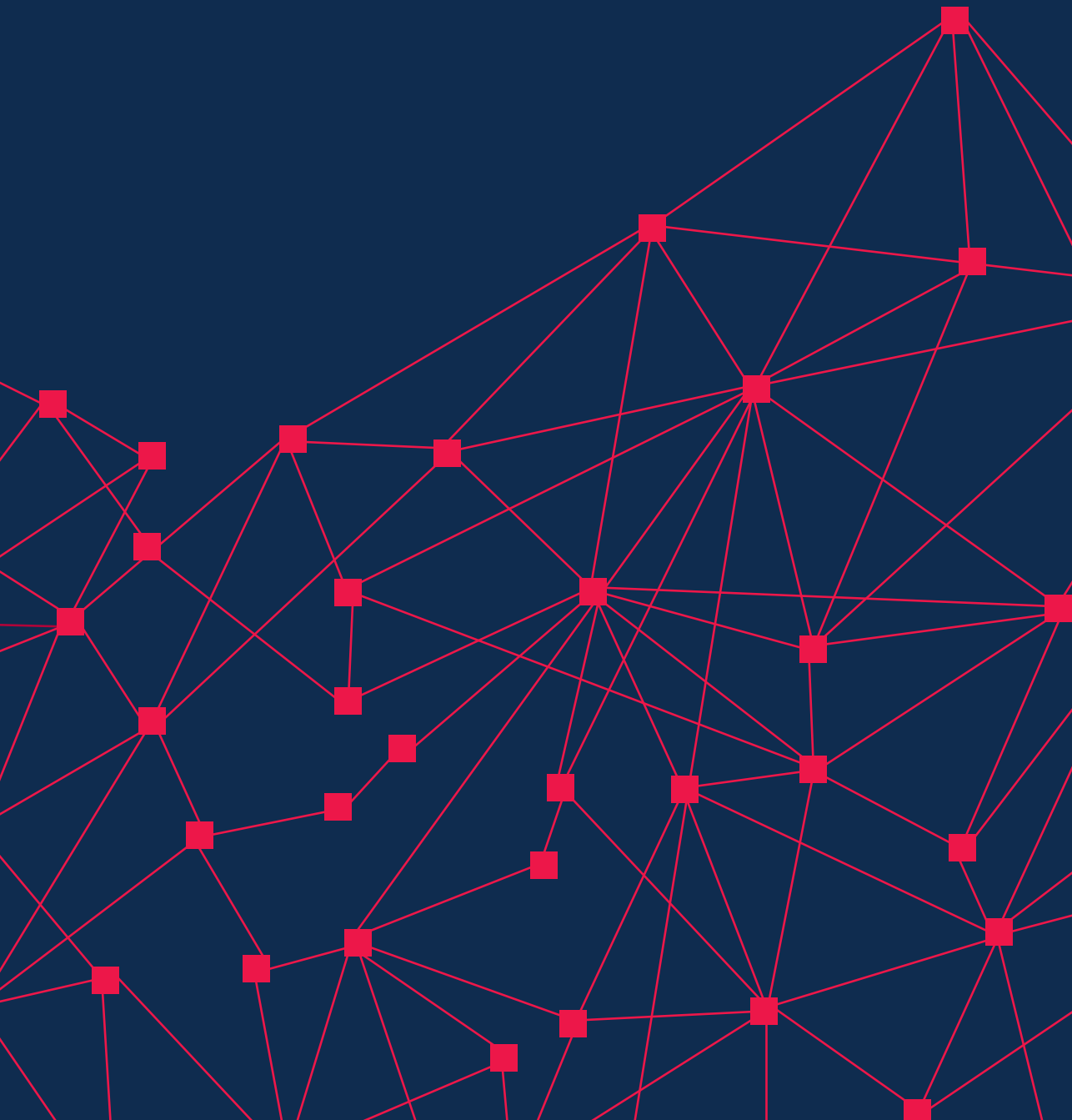# LEADING DIGITAL TRANSFORMATION AND INNOVATION

Program by Hasso Plattner Institute and the Stanford Center for Professional Development

Digital Transformation: the key challenge for companies and their managers

Leverage your digital capabilities with the experts from HPI and Stanford University

Acquire the skills to master digital technologies, innovation and entrepreneurship

GREETING

Technological progress and the evolution of customer behavior drive the digital transformation of business. Big data, social media, and cloud and mobile solutions are digital innovations that change the dynamics of competition across industries and force organizations to radically transform. In order to actively meet the challenges and opportunities that arise from this development, managers and executives need to know the key technologies and management practices of innovation to ensure corporate and personal success.

Digital competency matters – for individuals and organizations. It is essential in order to ensure competitiveness, or even to sustain a position on the market at all. However, at the same time, studies show that over 90% of all companies lack digital skills.

The Hasso Plattner Institute, one of Germany's most noted university institutes for IT and Europe's biggest hub for Design Thinking education, together with the Stanford Center for Professional Development, a part of Stanford University, offer the collaborative program "Leading Digital Transformation and Innovation". This unique, international program equips you with a new mindset and the skills necessary to meet the challenges of digital transformation. You receive the latest knowledge from research and connect it with practice.

The program uses a holistic, blended learning approach that covers the essential challenges of digital transformation by highlighting the technological foundations of digitalization, showing how to sustainably build an innovation culture and how to lead the transformation with an entrepreneurial mindset. In focused and varied on-campus sessions in Potsdam, Germany, and at Stanford University, California, USA, as well as in intensive online-modules, you will learn how to successfully initialize and execute digital innovation initiatives.

We are looking forward to welcoming you on this journey of digital transformation.

Prof. Dr. Christoph Meinel
Scientific Institute Director and CEO
Hasso Plattner Institute
for Software Systems Engineering

Paul Marca
Executive Director
Stanford Center for Professional Development

PROGRAM DESCRIPTION

The Hasso Plattner Institute and the Stanford Center for Professional Development offer a unique, joint program that provides you with a broad overview of the challenges and opportunities of digital transformation for your business. The 6-module-program, blending in-person and online learning, will equip you with the critical management and technology skills that you need to navigate the ongoing digital evolution and to conceive, lead and execute digital innovation initiatives.

As a coherent learning experience, the program covers the crucial challenges that are posed by the digital transformation and the desire for innovation, centered on three essential topic areas:

Digitalization - *A Technological Perspective*
New technologies alter traditional business models regardless of the particular industry. Knowing these technologies and their business implication is fundamental for a successful transformation. Learn the latest trends in digitalization from the experts at HPI, Germany's leading IT institute.

Design Thinking - *Building an Innovation Culture*
Experience a human-centered approach to innovation that focuses on user needs and therefore leads to new solutions to challenges. Design Thinking will drive a culture of innovation in your organization and boost your ability to innovate.

Transformation - *Embracing the Entrepreneurial Mindset*
At Stanford, you experience Silicon Valley's start up ecosystem while learning best practices for implementing innovative ideas and encouraging an entrepreneurial culture in your workplace.

Each of these topic areas includes an on-site and an online module. On-site courses will be held at HPI in Potsdam, Germany, and at Stanford University in California, USA, led by faculty of both institutions who are leading experts in their field. Webinars and online courses complement the unique learning experience.

DIGITALIZATION
A Technological Perspective

Module 1

On-site / HPI

3 days, face-to-face workshops and seminars by HPI faculty including a live-virtual keynote by Stanford faculty

Potsdam, September 8–10, 2016

Module 2

Online

Webinar by HPI faculty

September 2016

DESIGN THINKING
Building an Innovation Culture

Module 3

Online

Online session "Innovation at Work" by Stanford faculty

September 2016

Module 4

On-site / HPI School of Design Thinking

3 days, Design Thinking workshop by HPI faculty including a live-virtual keynote by Stanford faculty
Potsdam, October 13–15, 2016

TRANSFORMATION
Embracing the Entrepreneurial Mindset

Module 5

Online

Online course on Innovation and Entrepreneurship & webinar by Stanford faculty

October 2016

Module 6

On-site / Stanford University

4 days, face-to-face workshops and site visits by Stanford faculty

Stanford, November 15–18, 2016

Program overview

COURSE OBJECTIVES

- In this unique international offering, the holistic program highlights digital transformation and innovation from the perspective of its main challenges: technology, innovation culture and transformation management.
- The program enables you to recognize and understand impactful, new technologies and their business implications. At the same time, you will gain a better understanding of the threats and opportunities that arise from digital transformation.
- The program offers you a new and sustainable approach to innovation that will change your working culture and ability to innovate.
- It equips you with the necessary management skills and entrepreneurial mindset to transform your organization. You will be better able to succeed in light of the new and innovative technological trends.
- You get the latest insights and knowledge to successfully lead and execute digital transformation and innovation initiatives in your organization.

KEY BENEFITS

- Get a joint certificate from HPI and the Stanford Center for Professional Development.
- Benefit from a focused and intensive program in diverse formats delivered by leading institutions.
- Delve deep into cutting edge topics, conveyed in a practical, targeted way by renowned experts.
- Gain an international view of this domain while visiting the cradle of innovation – Silicon Valley.
- Be part of an intensive exchange of experiences, not only from the teaching staff but also among the participants.
- Further develop your personal and professional skills for your career.

AT A GLANCE

Target group

- Executives and business leaders who need to actively tackle the challenge of digital transformation and innovation in their company
- Managers of innovation, strategy, IT, HR, or product development
- Entrepreneurs from all business sectors

Dates and duration

3 intensive on-campus modules of 3 – 4 days and 3 online modules over the course of 3 months (September – November 2016)

Study locations

Hasso Plattner Institute for Software Systems Engineering, Potsdam (Germany) and Stanford University, "Silicon Valley", California (USA)

Certificate

Upon successful completion, participants will acquire a joint certification: "Leading Digital Transformation and Innovation" from Hasso Plattner Institute and the Stanford Center for Professional Development. The 6 modules require active participation and full-time attendance in order to receive a certificate.

Fee

EUR 17,500 p.p. + VAT
Special early bird rate until June 30, 2016: EUR 15,000 p.p. + VAT
(including course materials, teaching, catering; excluding travel and accommodation)

Language

English

DIGITALIZATION

A Technological Perspective

In order to successfully meet the challenges of digital transformation, it is necessary to understand the technical developments and trends that underlie the buzzwords of Big Data, the Internet of Things or Industry 4.0, as well as their business implications. At the start of the program, participants are introduced first to digital transformation from a technological perspective.

Module 1

Hasso Plattner Institute, Potsdam (Germany)
3 days, face-to-face workshops and seminars by HPI faculty and a live virtual keynote by Stanford faculty

Our program delivery:
- Understand the fundamental digital technologies in use today and be aware of likely developments in the future. Program topics include: Cloud Computing, Big Data Science and Management, Cybersecurity, and Networks.
- Learn how the Internet and digital technologies connect people, computers and things, and turn our world into a smart one. Become aware of the new possibilities that emerge from this development.
- Get to know the opportunities that derive from Big Data analytics. Revolutionary database technologies enable the flexible and lightning-fast analysis of massive amount of enterprise data. Big Data analytics are showcased in several prototypes, which illustrate fields where the technology can be applied.
- Cloud Computing is a huge shift in technology. Understand its implications and potential.
- Explore the security threats we are faced with in digitalization and learn how to confront them. Become familiar with cyberattacks and the challenges of securing data and networks.
- Get to know how digitalization changes interactions and processes within and across organizations, industries, and society.

Module 2

Online
Webinar on Digital Transformation by HPI faculty

- The webinar delivered by HPI faculty deepens the topics from the first module.

DESIGN THINKING

Building an Innovation Culture

Digitalization requires companies to be innovative and meet evolving customer demands. In order to sustainably meet this challenge, new approaches and a new working culture are necessary. This is where Design Thinking comes into play. Design Thinking is a human-centered approach to innovation that focuses on user needs and therefore leads to new solutions. It will drive a culture of innovation in your organization and accelerate your ability to innovate.

Module 3

Online

Online session "Innovation at Work" by Stanford faculty

- "Innovation at Work" is a unique offering that brings together the benefits and excitement of a team working together in a face-to-face setting, with the flexibility of an online program.
- You are introduced to key principles of the Design Thinking process – ideation, prototyping and presentation/pitching – in a group setting. The program also provides you with simple templates and worksheets that can be used later with your respective audiences. The session is captured in short online video segments, and accompanied by detailed worksheets.

Module 4

HPI School of Design Thinking, Potsdam (Germany)

3-day Design Thinking workshop by HPI faculty
and a live virtual keynote by Stanford faculty

In a multi-disciplinary team, you will work through a complete innovation project. You will develop a strong understanding of the basic concepts of Design Thinking and learn how to use your newly-acquired knowledge for your digital innovation initiative.

Our program delivery:
- Learn the principles and the methodology of Design Thinking and dive into a dynamic learning journey with instant takeaways for your project.
- Get to know tools and frameworks for solution development in complex environments and learn to apply them flexibly.
- Experience a new, radically user-centered working culture based on collaboration, learning-by-moving-forward and sensemaking.

TRANSFORMATION

Embracing the Entrepreneurial Mindset

Innovative start-ups are often the leading force in digital transformation. They embrace it with an entrepreneurial approach, which is also relevant for innovation projects in large companies. In the Transformation Modules you will develop entrepreneurial and managerial skills – knowledge that will empower you to lead change. The program's last module will lead you to Stanford, California, in the heart of Silicon Valley.

Module 5

Online

Online course from the Stanford Innovation and Entrepreneurship certificate program and Webinar by Stanford faculty

- Dive into an online course from the Stanford Innovation and Entrepreneurship certificate program that is influenced by the spirit of Silicon Valley and blends real-world innovation experience with proven research models to help you master the skills and mindset you need to solve your business challenges.
- The online module is complemented by a live virtual webinar given by members of the Stanford faculty that will allow you to work in teams to apply the content of the course to your every day jobs and realities.

Module 6

Stanford University, California (USA)
4 days, face-to-face workshops, panels and site visits by Stanford faculty

The on-site module at Stanford University combines academic content with on-site visits and meetings with business leaders in Silicon Valley. It creates a greater awareness of the main guidelines at the heart of entrepreneurial activities and the venture capital ecosystem.

Our program delivery:
- Expose yourself to some of the best practices and mindsets that have helped Silicon Valley companies and leaders achieve business success.
- Learn essential skills and effective strategies for managing digital transformation through successful opportunity assessment, business model development and strategy.
- Learn how to identify innovative efforts and pockets of excellence within your organization and help them to grow and improve.
- Gain the tools to successfully build and lead an innovative team.

Hasso Plattner Institute for Software Systems Engineering

The Hasso Plattner Institute for Software Systems Engineering GmbH (HPI) at the University of Potsdam is Germany's university excellence center for IT Systems Engineering. The HPI is the only university institute in Germany offering the bachelor's and master's program in "IT Systems Engineering" – a practical and engineering-oriented study program in computer science, in which 480 students are presently enrolled. The HPI School of Design Thinking is Europe's first innovation school for university students. It is based on the Stanford model of the d.school and offers 240 places yearly for a supplementary study.

There are a total of twelve HPI professors and over 50 guest professors, lecturers and contracted teachers at the Institute. HPI carries out research noted for its high standard of excellence in its topic areas. Research work is also conducted at the Potsdam HPI Research School for PhD candidates as well as at its branches in Cape Town, Haifa and Nanjing. HPI always earns the highest positions in the CHE university ranking. Since the beginning of September 2012, HPI has offered openhpi.de, an interactive Internet educational platform. Its free online courses are open to everyone.

Stanford Center for Professional Development

Stanford University, located between San Francisco and San Jose in the heart of California's Silicon Valley, is one of the world's leading teaching and research universities. The Stanford Center for Professional Development makes it possible for today's best and brightest professionals to enroll in Stanford University courses and programs while they maintain their careers. Courses and programs from the School of Engineering and related Stanford departments are delivered online, at Stanford, at company work sites and international locations—providing a global community of learners with flexibility and convenience and enabling them to apply their education to their work.

The Stanford Center for Professional Development upholds the mission of Stanford Engineering to encourage life-long learning and forge the future by educating tomorrow's leaders in industry. Emerging learning technologies open new opportunities in how we teach and the ways in which students learn.

Stanford | Center for Professional Development

CONTACT & REGISTRATION

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