MCE
Management Centre Europe®

Open Training Programme

An introduction to
Business Transformation and Digital Strategies

Reimagine your business in the third digital decade

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TALENT TRANSFORMATION

Business Transformation and Digital Strategies

Business adaptation to digital times goes far beyond the adoption of latest technologies, digitization of processes or new ways to interact with market audiences. After two decades in the new millennial that were very much about how people interact and operate in new ways, the time is now about putting digital to the core of all business strategies and practices, in a global holistic approach, for businesses to survive and thrive in new times:

- reinventing business models and offerings with more digital to the core
- achieving customer experience
- refreshing cultures and habits
- adjusting governance, ecosystems and skills

Lots of research shows that holistic approach is misunderstood by too many, and the lack of proper alignment or relevant design lead most to fail in their transformation. Ultimately many suffer under heavy pressure, disruption or even discontinuity.

So, the first objective of this programme is to articulate the building blocks of digital transformation and strategies in very clear, high level, systemic views to help with a common language to support proper alignment and design.

A second objective is to make aware of the wins and risks, in order to secure a shared sense of urgency.

And a third objective is to highlight via case studies what usually fails and what digital champions do better to move ahead with 4.0, and be ready for profound disruptive events.

Who Should Attend?

This programme is relevant for senior managers who want to:

- drive initiatives of transformation at international companies

- gain 360° views of digital transformation and strategies

- understand what it takes to architect and sustain business in new digital times

- get inspirations and insights from various industries to understand what works, fails, and why

- level up their views with strategic market and business perspectives

- prepare for well designed plans that articulate into consistent relevant moves forward.

How will you benefit?

The key benefits for you:

- Sharpen your understanding of the forces at work and their impact on your strategies

- Explore various business models and frameworks to explore and design new strategies, especially subscription, platform-based and data-centric models

- Get inspiration from multiple business cases across various industries

- Unleash your mind beyond usual thinking with other people in the class

- Take advantage of new business concepts and thought-provoking ideas

- Apply the learnings to your own business Benefit from immediate feedback

Why is this programme different?

- This programme bridges the gap between the worlds of business and academics. With business cases across multiple industries and models, it connects strategic and pragmatic views to support in your decisions and transformation design.

- You benefit from intensive feedback and cross-industry practice.

- A mix of speaking, interactions and cases makes it a lively session into new inspirations for your business.

What will you learn and practise?

This programme is pragmatic and interactive. It covers industry trends and new thoughts, includes concrete examples across multiple industries. As key take-aways you will demystify the subject in its key dimensions, understand what usually works and fails, get a clearer picture of how to apply to your own business.

Digital transformation and strategies : what are we talking about exactly ?

- Different definitions and viewpoints from thought leaders across industries
- It's not about digital technologies, more about people and business first
- Market-centric and business-centric components of digital transformation

What's at stake ? Discover some latest trends from across multiple industries

- Positive and negative impacts of business transformation and digital strategies
- How various industries leverage digital transformation in different ways
- Why most business transformations fail and what to look at

Case studies: get inspired from digital champions and losers across industries

- How those companies reinvented into big successes
- Where those have failed and what actually went wrong
- What take-aways for your own industry and business

How your industry might be disrupted and the consequences for your business

- Disintermediation, reintermediation and other disruptions
- The impact of current and future technologies
- The impact of social and regulatory forces

How to implement those learnings for your own business

- Scanning your business : assess your potentials
- Building blocks of your business transformation
- Translating into an overall plan towards success

The MCE Faculty delivering this programme are **experienced business people** with extensive recent international senior management experience

Practical Details

This programme for Senior Managers is available in 2 formats: Face-to-Face and Live Online (delivered in ENGLISH)

Business Transformation and Digital Strategies:

	Classroom		Live Online
👥	Classroom	👥	Live Online
🕐	2 Days	🕐	4 X 3 hours
🏷️	€2,950	🏷️	€2,450

To register or find the latest dates:
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→ **Key Facts**

About MCE

500,000
Participants on MCE training programmes since 1961

59 years
Providing Learning & Development (L&D) services in the EMEA region

1,700
Client companies which we have worked with delivering customized & in company learning solutions

6,200
In Company Training Solutions delivered in more than 94 countries

70+
Open Training Programmes running throughout the EMEA region - Online and Face-to-Face

10,000+
Managers & Leaders inspired by MCE's management development solutions each year