



Business Strategies in New Digital Times



Programme Details

Learn how to reinvent your strategy when you are faced with heavy competition and disruptive change

Highlights

- Learn how to redefine the market space you are in and develop new models and approaches to grow in the future
- Be prepared for disruption and know what to do when faced with heavy competition and disruptive change

Key Competences

- Digital strategies
- Business transformation
- Digital business models
- New business strategies
- Data-centric digital models
- Digital leadership skills

The Right Programme for You

You are a senior manager/executive. You are responsible for driving digital transformation strategies in your company. This programme gives you the key insights to develop, adapt & execute your digital transformation strategies.

Senior Managers



Learn, Practice and Use

- **Design** your own digital and transformational strategies in a VUCA world
- **Explore** new business models and frameworks, especially subscription, platform-based and data-centric models
- **Redefine** your new market space and your new goals
- **Reinvent** your business model and test new ones
- **Learn** from digital winners and losers - and avoid the same traps
- **Reconsider** your business relationships - when is it time to cooperate with customers and competitors? When is it time to compete with current partners?
- **Explore** incremental versus disruptive strategies for your organization
- **Design** and experiment new strategies in 3 connected horizons
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€2,995

Live Online



4 x 3-hour sessions
€2,995

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/digital for dates, locations and full programme outline

Programme Outline

01

What Is Changing, Impacts On Your Strategy Design

- Quick wrap-up of introductory module
- Digital strategies: beyond technologies
- Designing strategies in VUCA time

02

Rethink To Stay Relevant And Profitable Tomorrow

- Redefining your brand purpose and posture
- Challenging and testing everything
- Systemic, iterative, and creative visual thinking

03

Change Playground To Enjoy Higher Profitability

- Redefine your market space, frameworks
- Reinvent your business model, test new ones
- Reinvent operations with customers to the core

04

Business Cases: Learn From Digital Winners And Losers

- What happened to those forgotten business stars
- How those reinvented their old business
- How those raised to stars from nowhere

05

Reconsider Your Business Relationships

- Disintermediation and asymmetric competition
- When it's time to cooperate with customers, rivals
- When it's time to compete with current partners

06

Explore New Models, Stay Ahead Of The Curve

- An overview of business model archetypes
- Platform business models, how to design
- Turn data into new business models

07

Are You Truly Innovative, Is It Enough ?

- Incremental vs. disruptive strategies
- When to say it's actually disruption
- Recovering when being disrupted

08

Design And Experiment In 3 Connected Horizons

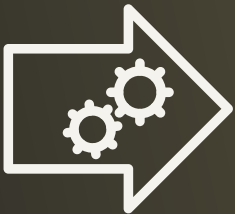
- Articulating today and tomorrow with synergies
- Testing new business models in three horizons
- Applying learnings to own business case

Visit
mce.eu



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office



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