

DIGITAL TRANSFORMATION LEADERSHIP





**EMPOWER
YOUR
DIGITAL
LEADERSHIP**

OVERVIEW

In an era where digital innovation shapes the future of every industry, the Digital Transformation Leadership (DTL) Program equips leaders with the tools and insights necessary to navigate and drive successful digital initiatives.

This program is designed to empower executives to harness the power of digital technologies, fostering growth and amplifying mission impact. The DTL program bridges the gap between traditional business practices and the innovative digital strategies required in today's rapidly evolving landscape.

Embark on a transformative journey that equips you with the knowledge and tools to lead your organization into the future. The DTL Program offers a comprehensive curriculum, expert instruction, and a collaborative learning environment to ensure you can make a lasting impact.

PROGRAM STRUCTURE

The Digital Transformation Leadership Program is a 12-week virtual program designed to deliver a comprehensive and flexible learning experience. All sessions feature faculty and industry-led content, case studies, discussions, and applied activities to ensure practical understanding and application of digital transformation concepts.



FLEXIBLE ONLINE LEARNING

12 weeks of on-demand content available through Canvas, allowing you to study at your own pace each week.



INTERACTIVE LIVE SESSIONS

Opening, Mid-Point, and Closing 2-hour sessions and weekly 1.5-hour peer learning sessions held via Zoom for collaborative discussions and networking.



TIME COMMITMENT

Recommended 4 to 6 hours per week, making it manageable alongside your professional and personal commitments.



CONTINUED ACCESS

Access to all course materials for a limited time after the program concludes, enabling you to revisit and reinforce your learning.



A FRESH PERSPECTIVE

YOUR TRANSFORMATIVE JOURNEY

Lead Strategic Digital Change

Develop the expertise to craft and execute a vision for digital transformation that aligns with organizational goals and drives long-term success.

Inspire Cross-Functional Teams

Enhance your leadership skills to motivate and guide diverse teams, ensuring alignment and collaboration across departments during digital initiatives.

Navigate Complex Digital Landscapes

Gain the insights to manage the complexities of digital disruption, stay ahead of emerging technologies, and turn challenges into opportunities for innovation.

PROGRAM OBJECTIVES

At the end of the program, you will be able to:

- Understand critical areas of focus for digital transformation.
- Expand perspectives on digital opportunities - from products to platforms.
- Increase leadership capabilities, including vision, engagement, governance and inclusion.
- Apply the steps to enable digital transformation in their organization.
- Engage in the design of a digital transformation project.

You will walk away with a customized roadmap for your team to engage in digital transformation. You will build the roadmap throughout the program and establish essential steps in the digital transformation process from ideation to planning.

A CERTIFICATE OF COMPLETION WILL BE AWARDED UPON SUCCESSFUL COMPLETION OF THE PROGRAM.

PROGRAM OVERVIEW

ASSESS YOUR DIGITAL ASSETS

- Digital Journey
- Business Models
- Digital Platforms, Data & AI
- Customer Experience
- Operational Excellence
- Future Ready Workforce

CREATE A VISION FOR CHANGE

- Reflect and create idea for digital change.

PLAN YOUR CHANGE

- Ideation
- Map the Value
- Roadmap the Journey
- Leading Organizational Change
- Visual Storytelling

PITCH YOUR IDEA

- Create roadmap for digital transformation.



- Roadmap for your business unit or organization to engage in digital transformation.





EXECUTIVE-LEVEL CURRICULUM

MODULE 1

DIGITAL JOURNEY

- Understand the challenges likely to be faced in achieving an organization's digital ambitions.
- Understand the four viable pathways to Future Ready.
- Map the most appropriate pathway to follow for your organization.
- Describe your organization's future-ready ambition and propose a pathway.

INSTRUCTORS

Dr. Blaize Horner Reich
Dr. Joseph Peppard

MODULE 2

BUSINESS MODELS

- Understand the business model concept and the changing conditions requiring business model transformation.
- Understand and map their organization's value architecture.
- Understand and map their organization's innovation ecosystem.
- Identify new strategic and business model opportunities using the value architecture and innovation ecosystem lens.

INSTRUCTOR

Dr. Sarah Lubik

MODULE 3

DIGITAL PLATFORMS, DATA & AI

- Identify key drivers of digital transformation.
- Differentiate between digitization, digitalization, and digital transformation.
- Describe the key elements of digital capability for transformation, and of a digital platform
- Recognize the components needed for data-driven decision-making.
- Describe the capabilities of an intelligence platform, AI, and machine learning.

INSTRUCTOR

Dr. Andrew Gemino

MODULE 4

CUSTOMER EXPERIENCE

- Understand the main components of customer experience.
- Develop a deeper knowledge of your customers using the empathy map.
- Identify and experiment with tools for mapping your customer's journey.
- Improve your analysis of your competitors and potential competitive threats.
- Find gaps and vulnerabilities in your company's customer experience.

INSTRUCTOR

Dr. Andrew Harries

MODULE 5

OPERATIONAL EXCELLENCE

- Frame digital transformation as a process redesign task.
- Use polar diagrams to map how digital technologies transform processes, and explain the impact on the 4 Vs of operations.
- Review cases of digital transformation in terms of value adding change in operations drivers such as quality, speed, capacity and convenience.
- Recognize examples of digital transformation in different industry contexts.

INSTRUCTOR

Dr. Ian McCarthy

MODULE 6

THE FUTURE READY WORKFORCE

- Assess their workforce for digital fitness.
- Strategize across the 5Ts for greater leverage of human and technology capabilities.
- Gain flexibility and performance through multimodal staffing.
- Offer foundations for work crafting, allowing their workforce to better participate in digital transformation with AI and other tools and techniques.

INSTRUCTOR

Dr. Terri Griffith

MODULE 7

MID-POINT & IDEATION

- Collect and reflect on insights developed over the first 5 modules, structuring insight statements using the “User-Needs to-Because” format.
- Understand divergence and convergence processes in a design thinking approach.
- Generate “How Might We” questions from structured insights and use them to discuss potential digital transformation opportunities.

INSTRUCTORS

Dr. Blaize Horner Reich

Dr. Andrew Gemino

MODULE 8

MAP THE VALUE

- Create a clear press release for your digital transformation initiative
- Build a Benefits Dependency Network to map the path to value.
- Identify the changes needed to deliver the values.
- Understand to steps required to develop a digital transformation roadmap tailored to your organization.

INSTRUCTOR

Dr. Blaize Horner Reich

MODULE 9

ROADMAP THE JOURNEY

- Use the T-shirt size method to evaluate the effort of a digital transformation.
- Understand different governance approaches for a vision, project, and program.
- Understand the difference between ‘aligning’ and ‘integrating’ the IT unit.
- Develop a roadmap of your digital transformation ideation.

INSTRUCTOR

Dr. Blaize Horner Reich

MODULE 10

LEADING ORGANIZATIONAL CHANGE

- Understand why people resist change.
- Develop a system for listening to core concerns.
- Apply the S.C.A.R.F model of human needs to address defensiveness.
- Build recovery routines to sustain momentum.
- Develop a small wins checklist.

INSTRUCTOR

Dr. Jeffrey Yip

MODULE 11

VISUAL STORYTELLING

- Understand the impact that stories and visualizations can add to a presentation.
- Consider how to “set the stage” for a presentation.
- Consider different techniques to explain the data in a presentation.
- Practice using a six-step process to create visualizations/data created in the DTL program to develop an effective presentation.

INSTRUCTOR

Dr. Blaize Horner Reich

Dr. Andrew Gemino



“You will experience a fantastic program and meet colleagues from different industries who are just as passionate about learning as you are. You don’t know what doors will open. The Digital Transformation Leadership program was a turning point in my career.”

Olya Ollila, Project Manager | Esri Canada

SUBMIT YOUR APPLICATION

UNPARALLELED FACULTY EXPERTISE

Learn from eight renowned faculty members, bringing their extensive experience in steering organizations through successful digital transformations. Through their guidance, you'll engage with tailored content and participate in immersive sessions through a mix of interactive live sessions and self-paced learning modules, all aimed to help you focus on strategic decision-making and high-level digital transformation strategies.



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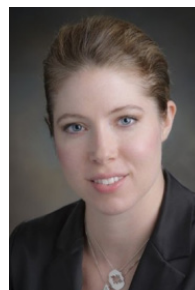
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ABOUT SFU BEEDIE

SFU's Beedie School of Business is a dynamic institution delivering cutting-edge research and education programs across three British Columbia campuses. We pioneered Canada's first Executive MBA and the first Indigenous Business Leadership EMBA in North America.

Accredited by AACSB and EQUIS, our reputation for innovation, social responsibility, and global perspective is recognized worldwide. Our alumni network spans 80 countries and comprises more than 30,000 successful graduates.

#1

**COMPREHENSIVE
UNIVERSITY IN CANADA**
14 out of the last 15 years
(as of 2023), according to
Maclean's Magazine

1%

OF BUSINESS SCHOOLS
worldwide have
AACSB and EQUIS
accreditation



dial founded by
**SFU BEEDIE
SCHOOL OF BUSINESS**

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Simon Fraser University respectfully acknowledges the x^wməθk^wəyəm (Musqueam), S^lk^wx^w7mesh Úxwumixw (Squamish), sə^lil^wəta^ɬ (Tsleil-Waututh), ǰícəy (Katzie), k^wik^wəłəm (Kwkwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.