

DIGITAL TRANSFORMATION MANAGEMENT



dial founded by
SFU BEEDIE
SCHOOL OF BUSINESS

**STAY
RELEVANT
IN THE
DIGITAL-
FIRST
WORLD**



OVERVIEW

As a specialist in your field, you are constantly challenged by the pace at which technology is transforming business. Emerging technologies are disrupting traditional business models, and the challenge of integrating these new AI-driven tools with your established processes seems intimidating. Even with deep industry knowledge, you may find it difficult to lead digital transformation efforts effectively, especially within cross-functional teams where technical jargon and unfamiliar concepts can create barriers.

Feeling left behind or losing your competitive edge in a world where digital-first strategies are the norm can be frustrating. The Digital Transformation Management (DTM) Program is designed to address these challenges, streamline processes, and foster a culture of sustained engagement, helping you stay relevant and lead effectively in this rapidly changing environment.

PROGRAM STRUCTURE

The Digital Transformation Management Program is a 12-week virtual program designed to deliver a flexible and comprehensive 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 COLLABORATIVE LEARNING EXPERIENCE

YOUR TRANSFORMATIVE JOURNEY

Build Strategic Digital Expertise

Gain the knowledge and tools to effectively lead digital transformation by mastering the integration of AI-driven technologies and digital platforms into your existing processes.

Enhance Cross-Functional Leadership

Develop the skills to bridge communication gaps and manage cross-functional teams, ensuring that digital initiatives are understood and executed across all levels of your organization.

Drive Sustainable Digital Change

Create and implement strategies that initiate digital transformation and sustain engagement and continuous improvement, keeping your organization competitive in an evolving digital landscape.

COLLABORATIVE LEARNING IN A TEAM PROJECT

Throughout the Digital Transformation Management (DTM) program, you'll collaborate closely with your peers on a comprehensive group project designed to reinforce your skills through practical application. In teams of three, you'll actively engage in applying learned digital transformation concepts and strategies, working through challenges from problem identification and solution design to planning and implementation.

This collaborative experience will deepen your understanding of managing and sustaining digital change. By the program's conclusion, your team will have successfully completed a digital transformation project, preparing you to confidently lead digital initiatives in your professional role.

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

PROGRAM OVERVIEW

EXPLORE DIGITAL TOOLS

- Unlock Perspectives
- Build Trust
- Find the Value
- Utilize Digital Platforms
- Map the Process

CREATE A VISION FOR IMPROVEMENT

- Reflect and create idea for process improvement.

APPLY AND ITERATE

- Improve User Experience
- Evaluate the Process
- Integrate and Automate
- Recommend Change
- Create the Plan
- Sustain Engagement

PITCH YOUR IDEA

- Develop Capstone project for digital process improvement.



- Roadmap for your organization to depict a process and recommend change.



David Gilbert,
Senior Systems Analyst,
Canfor

“The program changed how I view a lot of the impactful digital transformation projects that we were already doing... Being able to come into a project with the right tools to explain the big picture has resulted in more buy-in from everyone involved.”

SUBMIT YOUR APPLICATION



CUTTING-EDGE CURRICULUM

**The modules are being finalized and may be subject to change.*

MODULE 1

UNLOCK PERSPECTIVES

- Learn skills for collaborative problem-solving across different perspectives.
- Identify different problem-solving preferences in your team and organization.
- Learn the use of liberating structures to facilitate perspective-taking.

INSTRUCTORS

Dr. Blaize Horner Reich
Dr. Andrew Gemino
Dr. Jeffrey Yip

MODULE 2

BUILD TRUST

- Learn to build trust as the foundation for digital transformation.
- Identify the enablers and barriers to building trust in organizations.
- Apply trust-building principles to manage digital transformation.

INSTRUCTOR

Dr. Jeffrey Yip

MODULE 3

FIND THE VALUE

- Recognize the idea of business models.
- Learn how the Business Model Canvas depicts the 9 essential elements.
- Examine the heart of the business model – the Value Proposition.
- Understand the Value Chain.

INSTRUCTOR

Dr. Blaize Horner Reich
Instructor Heba Maghraby

MODULE 4

UTILIZE DIGITAL PLATFORMS

- Contrast physical and digital products and services.
- Articulate core elements of modular digital platforms.
- Describe features of Digital Innovation.
- Create and interpret an Entity Relationship Diagram.

INSTRUCTOR

Dr. Andrew Gemino

MODULE 5

MAP THE PROCESS

- Understand the 4 parts of Enterprise Architecture.
- Understand the central conduit of value creation.
- Learn how to model a process and create a process map.
- Explore customer experience and create a customer journey map.

INSTRUCTOR

Dr. Blaize Horner Reich
Instructor Heba Maghraby

MODULE 6

IMPROVE THE USER EXPERIENCE

- Compare and contrast Service Design and User Experience Design.
- Describe key elements in the design thinking framework.
- Define Hypertext Markup Language (HTML) and build a simple interface.
- Apply body-storming as a UX technique to analyze user experience.
- Articulate the importance of UX in digital transformation and solution design.

INSTRUCTOR

Dr. Andrew Gemino
Instructor Mike Church

MODULE 7

EVALUATE THE PROCESS

- Learn how the Balanced Scorecard can be used to assess an organization.
- Understand how to provide confidentiality when gathering primary data.
- Understand Key Performance Indicators (KPIs) and create a set of SMART KPIs for a business process.
- Learn the 3 generic ways to improve a process and use this framework to create options for change.

INSTRUCTOR

Dr. Blaize Horner Reich
Instructor Heba Maghraby

MODULE 8

INTEGRATE AND AUTOMATE

- Compare and contrast data, process, and systems integration.
- Define Infrastructure as a Service (IaaS) and Software as a Service (SaaS).
- Compare process/product innovation and their relation to Digital Automation.
- Define Application Program Interface (API) and build one with support from AI.
- Articulate the importance of API in digital automation and integration.

INSTRUCTOR

Dr. Andrew Gemino
Instructor Mike Church

MODULE 9

RECOMMEND CHANGE

- Understand how the Decision Matrix Analysis framework is used to compare options.
- Learn 3 key aspects of a compelling presentation – story, simple, credible.
- Learn about the rule of 3s and how to prepare and deliver a presentation.
- Create a Capstone presentation depicting the process and recommending change.

INSTRUCTOR

Dr. Blaize Horner Reich
Instructor Heba Maghraby

MODULE 10

CREATE THE PLAN

- Create a Work Breakdown Structure (WBS) with AI for process change, leading to budget formulation and scheduling.
- Define Traditional, Agile and Hybrid approaches to Project Management (PM).
- Describe a multiple sprint backlog, identify potential blockages, and suggest mitigation strategies.
- Create a Capstone presentation depicting the process and recommending change.

INSTRUCTOR

Dr. Andrew Gemino

MODULE 11

SUSTAIN ENGAGEMENT

- Develop strategies to sustain individual and team engagement in the process of continuous change.
- Learn how to work with people's resistance to digital transformation.
- Develop a small win strategy to build momentum for digital transformation.

INSTRUCTORS

Dr. Jeffrey Yip

UNPARALLELED FACULTY EXPERTISE

Learn from renowned faculty members, bringing their extensive experience in steering organizations through successful digital transformations. 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 stay up-to-date on the latest digital technologies and their applications in business.



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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



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**SFU BEEDIE
SCHOOL OF BUSINESS**

DIGITAL INNOVATION AND LEADERSHIP (DIAL)

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Simon Fraser University respectfully acknowledges the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səlilwətaʔ4 (Tsleil-Waututh), qíčəy̓ (Katzie), kwikwəłəm (Kwkwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.