

## COURSE OVERVIEW TM0279 Leading Digital Transformation

### Course Title

Leading Digital Transformation

### Course Date/Venue

Session 1: August 24-28, 2022/Meeting Plus 9,  
City Centre Rotana, Doha, Qatar  
Session 2: November 16-20, 2022/Tamra  
Meeting Room, Al Bandar Rotana  
Creek, Dubai, UAE



### Course Reference

TM0279



### Course Duration/Credits

Five days/3.0 CEUs/30 PDHs

### Course Description



***This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.***



Digital transformation (DT or DX) is the adoption of digital technology to transform services or businesses, through replacing non-digital or manual processes with digital processes or replacing older digital technology with newer digital technology. Digital solutions may enable – in addition to efficiency via automation – new types of innovation and creativity, rather than simply enhancing and supporting traditional methods.



Digitization has become one of the most important economic themes of the future, affecting not only the economy, but society as a whole. Due to the ever-changing economic environment and changing digitization processes, organizations can face a major challenge. Digitization can be defined as the conversion of signals and media objects (eg documents, images or sounds) into digital form that are processed, stored and transmitted via digital devices and networks due to the adoption of digital technologies and the use of systems built on them.

## Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on digitalization transformation
- Discuss how technology changes business including the exponential evolution of technology
- Describe the deconstruction of value chain and the technology that makes the difference
- Recognize the mechanics of disruption including the environmental analysis and competitive life cycle
- Explain the liability of incumbency, the economics of innovation, a portfolio view, digital trends and big data
- Apply various techniques in shifting data to the cloud and discuss internet of things, additive manufacturing, cyber security, artificial intelligence and blockchain
- Discuss the combination of trends and the path to digital transformation
- Determine strategy driven by digital, digitize the core, new digital growth and innovation and UVA's i.Lab
- Develop people and organization and apply data and analytics and ecosystems

## Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

## Who Should Attend

This course provides an overview of all significant aspects and considerations of digitalization transformation for senior managers and executives who are either leading or part of a team developing an integrated digital strategy and transformation program for their company.

## Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Workshops & Work Presentations
- 20% Case Studies & Practical Exercises
- 30% Videos, Software & Simulators

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

### Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Mr. Mike Taylor**, PhD (on-going), MScLI, MBA, MBL, BSc, HDE, is a **Senior Management Consultant** with over **25 years** of extensive experience in the areas of **Major Gas & LNG, Gas & LNG Sales Contracts, Oi-Indexed Pricing, Data Quality Control, Basics of Natural Gas & LNG, Future of Gas & LNG Sales Contracts, Data Quality Assessment, Data Quality Planning, Data Quality Strategy Management, Data Modelling, Root Cause Analysis & Solution Development, Project Planning, Scheduling & Cost Control Professional, Project Scheduling & Cost Control, Facilitation & Leadership Skills, Coaching, Human Resource Development, Psychometric Testing, Career Development & Competence, Succession Planning, Self-Development & Empowerment, Personal Learning Needs Identification, Critical Success Factors (CSFs), Key Performance Indicators (KPIs), Productivity Creativity & Thinking Modes, Human Resource Scorecard Management, Career Laddering, Fast-Track Career Progression Application, Knowledge Management, Customer Management, Leadership Skills, Presentation Skills, Negotiation Skills, Decision Making Skills, Communication Skills, Emotional Intelligence, Performance Management, Contract Management, Quality Management, Commercial Strategy, Project Management, Risk Management, Leadership & Business Management, Human Resource Management, Planning, Budgeting & Cost Control, Business Development, Innovation, Sales Strategy and Knowledge & Intangible Asset Assessment Design. Further, he is also well versed in **Organization Management & Business Consulting, Stakeholder & Supplier Evaluation, Data Collection & Information Gathering, Value & Supply Chain Management, Intellectual Property & Innovation Assessments, Logistics & Supply Chain Management, Budgeting & Cost Control and Marketing Management.** Mr. Taylor is the **Founder & CEO** of Mitakon Innovation Pty Ltd wherein he is responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21<sup>st</sup> century facilitation and leadership methodology.**

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Knowledge-Solutions Service Provider, Founder-Principal/CIO, Subject Matter Expert, Consulting Partner, Executive/Management Development Facilitator, Multinational/Corporate Senior Management Consultant, Senior Quality & Management Consultant, Executive Management Development/Facilitator, Business Consultant/Facilitator, Business & Quality Consultant/Coach, Client Director, Administration Manager, Quality Manager, International Sales & Business Development Executive, Regional Sales Manager, National Key Accounts Manager, Commercial Sales & Marketing Consultant, Admin Assistant, Sales & Marketing Representative, Key Note Speaker, Lecturer and Instructor/Trainer** for various international companies such as the Highland Group (Business Consulting), **Anglo American, BHP Billiton, Rio Tinto, DI Management Solutions (BPO), Master Deal Making Institute (MDMI), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, FMCG/Binzagr Company, Unilever, Kellogg's, BAT, Hershey's, CORO, Lilly Direct/Lennon Generics and Bausch & Lomb.**

Mr. Taylor has **Master** degrees in **Leadership & Innovation, Business Administration and Business Leadership** as well as a **Bachelor** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy.** Further, he is a **Certified Instructor/Trainer, Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a member of Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF). He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.

### Course Fee

Doha	<b>US\$ 6,000</b> per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	<b>US\$ 5,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

0730 - 0800	<i>Registration &amp; Coffee</i>
0800 - 0815	<i>Welcome &amp; Introduction</i>
0815 - 0830	<b>PRE-TEST</b>
0830 - 0930	<b><i>How Technology Changes Business</i></b>
0930 - 0945	<i>Break</i>
0945 - 1100	<b><i>Exponential Evolution of Technology</i></b>
1100 - 1230	<b><i>Deconstruction of the Value Chain</i></b>
1230 - 1245	<i>Break</i>
1245 - 1330	<b><i>Technology Makes the Difference</i></b>
1330 - 1420	<b><i>Digital Transformation at Pitney Bowes</i></b>
1420 - 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day One</i>

#### **Day 2**

0730 - 0830	<b><i>The Mechanics of Disruption</i></b>
0830 - 0930	<b><i>Disruption is Not New</i></b>
0930 - 0945	<i>Break</i>
0945 - 1100	<b><i>Environmental Analysis &amp; the Competitive Life Cycle</i></b>
1100 - 1230	<b><i>The Competitive Life Cycle in Detail</i></b>
1230 - 1245	<i>Break</i>
1245 - 1330	<b><i>The Liability of Incumbency</i></b>
1330 - 1420	<b><i>The Economics of Innovation</i></b>
1420 - 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day Two</i>

#### **Day 3**

0730 - 0830	<b><i>Digital Trends Past &amp; Future</i></b>
0830 - 0930	<b><i>Big Data</i></b>
0930 - 0945	<i>Break</i>
0945 - 1100	<b><i>Shift to the Cloud</i></b>
1100 - 1230	<b><i>Internet of Things</i></b>
1230 - 1245	<i>Break</i>
1245 - 1330	<b><i>Additive Manufacturing</i></b>
1330 - 1420	<b><i>Cyber Security</i></b>
1420 - 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day Three</i>

**Day 4**

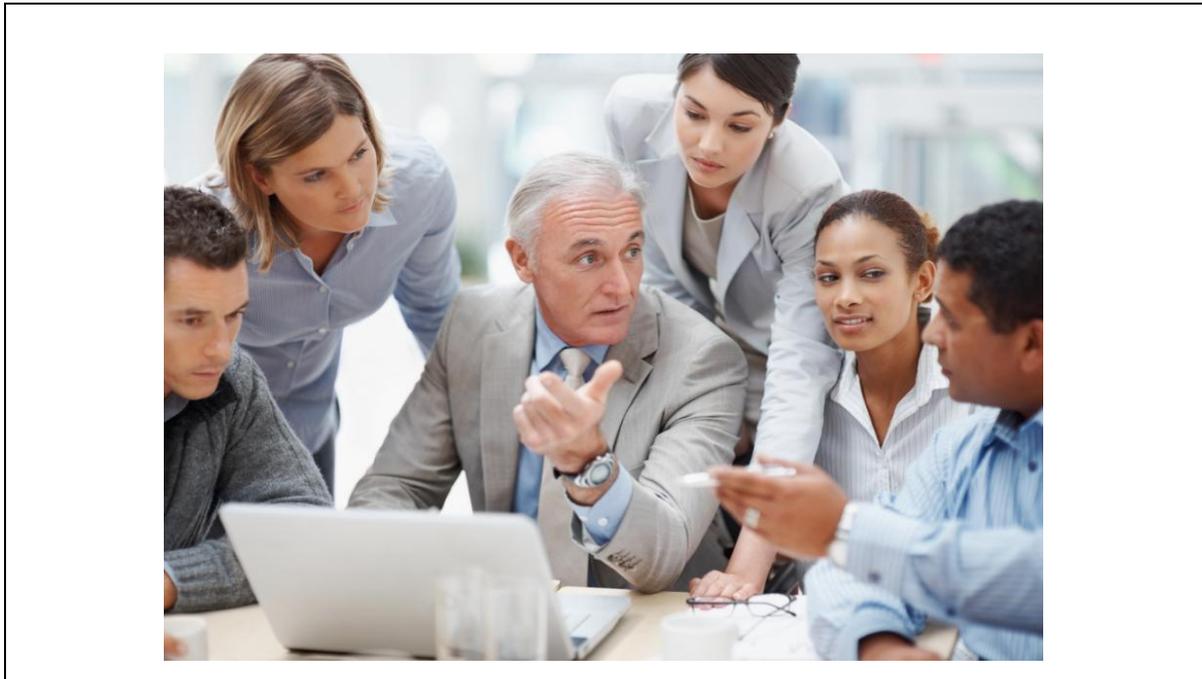
0730 – 0830	<b>Artificial Intelligence</b>
0830 – 0930	<b>Blockchain</b>
0930 – 0945	<i>Break</i>
0945 – 1100	<b>Combination of Trends</b>
1100 – 1230	<b>Your Path to Digital Transformation</b>
1230 – 1245	<i>Break</i>
1245 – 1330	<b>Strategy Driven by Digital</b>
1330 – 1420	<b>Digitize the Core</b>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day Four</i>

**Day 5**

0730 – 0830	<b>New Digital Growth</b>
0830 – 0930	<b>People &amp; Organization</b>
0930 – 0945	<i>Break</i>
0945 – 1100	<b>Data &amp; Analytics</b>
1100 – 1230	<b>Data &amp; Analytics at London's Heathrow Airport</b>
1230 – 1245	<i>Break</i>
1245 – 1345	<b>Ecosystems</b>
1345 – 1400	<b>Course Conclusion</b>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch &amp; End of Course</i>

**Practical Sessions**

This practical and highly-interactive course includes real-life case studies and exercises:-



**Course Coordinator**

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