

# Digital Leadership

Masterclass 16<sup>th</sup> – 17<sup>th</sup> November 2017

## TESTIMONIALS



### Digital Leadership

*The course was superb - very enjoyable and highly informative. I have felt energised ever since!*

*I feel totally invigorated and optimistic that older business leaders have a vital role to play so as long as they embrace digital with both hands and work with our millennials leading organisations to the bright digital future.*

*Excellent presentations, the content of the course was spot on. It has re-invigorated me, and I am really excited about moving things forward.*

## OVERVIEW

The changes brought about by the Internet over the last twenty years are nothing compared to what is to come over the next few years. No industry, no organisation is immune from the threat of digital disruption and with labour markets being transformed by artificial intelligence and automation, no individual is immune. A new breed of senior executive is required to drive digital transformation - Digital Business Leaders. Is your organisation ready for digital change? Are you ready?

Join this highly interactive Masterclass to develop the knowledge and personal skills to become a Future Digital Leader. Using a 'business first', rather than 'technology led' approach, the Masterclass covers the key success factors in developing, implementing and managing effective digital transformation strategies - **the why, what, how and who of successful digital business transformation.**

Whether operating in the public or private sectors, and using the very practical tools and templates contained in the '*Digital Business Transformation Toolkit*', you will gain the key skills and personal confidence to become an effective digital change leader.

### DAY ONE

The digital and social media revolutions; business impact of disruptive technologies; the Internet, Social Media, Mobile, the Cloud, Big Data, the Internet of Things, Blockchain; digital customers and Generation C.

'External' digital: the use of digital and social technologies for building customer engagement; the new rules of sales, marketing and PR; social customer service; content marketing; big data and predictive analytics; real time engagement as the new marketing.

'Internal' digital: the use of digital and social technologies within the business to improve internal communications and knowledge transfer; achieve operational efficiencies; build agile, fast moving flexible organisations; improve staff engagement and morale; drive change towards a more customer centred organisational culture.

'Enterprise Social' tools and software. Big data, the Internet of Things, Industry 4.0.

There will be an open panel session for questions and further discussion.

**Formal, networking dinner**

### DAY TWO

Digital strategy development; new digital business models; how to develop a digital business transformation strategy, agree KPIs and targets.

Digital strategy implementation; the characteristics and skills of a Digital Leader; key success factors in managing successful transformation; people, technology, organisation, culture; overcoming resistance to change; effective project management. Measuring digital performance and business impact - analytics and performance measurement; tools for tracking consumer behaviour; predictive analytics; big data.

Working in small groups, you will undertake a detailed audit of the potential impact of digital disruption on an organisation of your own choice, and be made aware of the progress currently being made in responding to the opportunities and threats presented by digital disruption and strategic recommendations for the future.

### Also on the afternoon of Day 1:

Digital Leaders Forum' will be held where three to four external industry experts will present and discuss their real time experiences of implementing successful digital transformation strategies.

Speakers will come from a range of different industries, including public and private sector organisations.

## SPEAKER

### Dr Jim Hamill

With 35 years International Management experience, Dr Jim Hamill is widely recognised as a leading expert on digital disruption, digital strategy and business transformation. He has held Visiting Professorships or delivered Senior Executive Programmes in the US, Singapore, Hong-Kong, Malaysia, China, Norway, Italy, Lithuania, Latvia, France, Iceland, Malta, Russia, the UAE and Oman.

Author of several books and numerous papers, he is Owner and Director of Energise 2-0, a leading digital business and social media consultancy, based in Glasgow but operating globally.

You can connect with Jim on Twitter (@DrJimHamill) and LinkedIn ([www.linkedin.com/in/drjimhamill](http://www.linkedin.com/in/drjimhamill)). Also on the Future Digital Leaders online community at [www.futuredigitalleaders.com](http://www.futuredigitalleaders.com).



## Networking Dinner

Participants are invited to attend a drinks reception and formal dinner to complete the first day of the Masterclass.

### Who the Masterclass is for:

- ❖ CEOs and Senior Executives
- ❖ Business Owners
- ❖ Middle Managers
- ❖ Junior Managers and recent graduates wishing to develop careers as Digital Leaders.
- ❖ Those already working in digital requiring to update their skills and knowledge.

### Course fees

The course fee is £1,050.00. This includes all tuition, course material, daytime catering and a formal networking dinner. **However there will also be an early bird registration price of £895.00 available until 19<sup>th</sup> October 2017.**

There is a 20% discount for the alumni of University of Edinburgh. Group discounts are also available. Please contact us for further details.

### How to register

To register a potential Interest in attending and get a personal call back from Jim Hamill, please use this link: **[I'd like to find out more](#)**

Or to register directly now:  
**[www.business-school.ed.ac.uk/executive](http://www.business-school.ed.ac.uk/executive)**

### Venue

**University of Edinburgh Business School**  
29 Buccleuch Place  
Edinburgh  
EH8 9JS

To discover if this course is right for you, please get in touch with the **Executive Team** on **0131 651 5245** or email: **[executive@business-school.ed.ac.uk](mailto:executive@business-school.ed.ac.uk)**