



# DIGITAL TRANSFORMATION

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Boxolog.com

### 1. Overview

This course is designed to instill principles surrounding an organization's transformation through the use of digital technologies and business models. This enables improvement in business performance as well as efficient leveraging of technology to best meet strategic organizational goals. The course is live, interactive, spread over 5 days and has a modular structure with periodic assessments, case studies, and tools to equip you with the ability to innovate, digitize and transform your company. The world as we know it today has already entered the digital era, and thus emphasizes the need for companies to not only compete, but also thrive in a digital economy. Many courses aim to "teach" Digital Transformation but somehow neglect the "how", and thus lack a method for successful execution. This course fills that gap with a framework alongside real-life case studies and examples.

### 2. Benefits



- Digitalization of Business Operations
- Greater Resource Management
- Employee Empowerment
- Deeper Customer Insights
- Better Customer Experience
- Creation of Digital Products and Services
- Opens the Door to Globalization
- Encourages Collaboration Across Departments
- Increases Agility and Innovation
- Fosters a Digital Culture

### 3. Methodology

This is a 3-day course that can be delivered in 3 ways,



#### Virtual

A complete online delivery mode that uses platforms like Mural and Menti, to deliver on teamwork and collaboration during case studies and exercises.



#### In Person

A complete in-person delivery mode that encourages face-to-face interaction and hands-on learning.



#### Hyflex

A mix of virtual and in-person delivery mode that includes the option of attending workshops face to face or enjoying the benefits of a fun virtual class.

Using the latest technology and Augmented class exercises using AI



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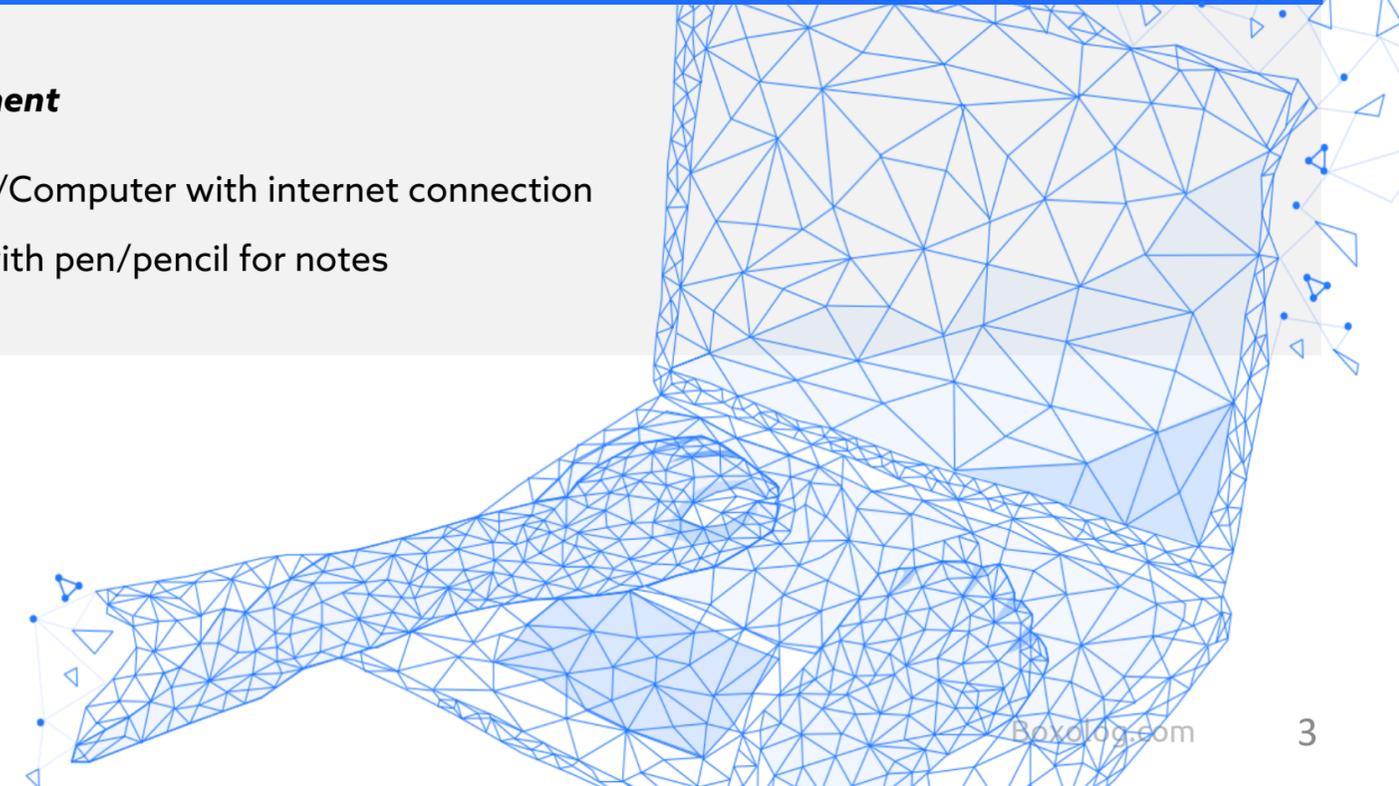
### 4. Outcomes

1. Learn what is Digital Transformation and what it means to be digitally transformed
2. Why companies need to be digitally transforming their business
3. Get equipped with a proper Digital Transformation framework and build your own roadmap to transformation
4. Build digital business cases and be able to measure its value to deliver a better customer experience
5. Use a leadership mindset to build a digitally transformative organization culture



### 5. Equipment

1. Laptop/Computer with internet connection
2. Book with pen/pencil for notes



## 6. Attendees

This course is designed for leaders at all stages. Are you a mid- or senior-level manager seeking strategies to navigate disruption? Do you want to understand and implement Digital Transformation? Perhaps you're a seasoned executive looking to refresh your approach. This course equips you with the knowledge to digitally transform business models, fostering sustained growth in today's digital age. Even if you're an employee experiencing change within your organization, this course will provide valuable insights to help you navigate the transformation journey.

## 7. Course Instructor

Frederik Haentjens is a Human Capital & Organisational Transformation author, keynote speaker and executive with a focus on Organization Design (OD), Design Thinking, Employee Experience, Digital transformation, innovation and disruption. He blends 20 years of expertise providing a customer-centered yet technologically advanced approach to Digital Transformation.

He helps Middle-Eastern, African and Asian organizations in the public and private sectors to achieve their business challenges and provides coaching to them and their staff in various theories to help achieve long-term goals. Digitalization is one such course, Where in Fred dives deep into the technical aspects as well as behavioral elements to develop a sense of transformation among organizations. With his multi-industry experience, Frederik ensures that his clients are capable and prepared to execute current and future organisational strategies and meet business goals.

He is a strategic professional who works directly with senior executives to align leadership vision, behaviors/practices, culture, measures, strategic workforce planning, performance, and organisation development. He is a creative thinker, designer, problem solver, and decision-maker. He has strong communication, interpersonal relations, coaching/mentoring, change management, and collaborative skills.

A portrait of Frederik Haentjens, a man with short grey hair and a goatee, wearing blue-rimmed glasses, a white button-down shirt, and a grey blazer. He is sitting and looking towards the camera.

Frederik Haentjens

## 8. Course Outline

### Module 1: Introduction

DAY 1

To learn what it means for a company to be digital, how it transforms the business, and why transformation is key through the introduction of the THRIVE Framework, which will serve as the basis for this entire course:

- Introduction to Digital Transformation
- Why Transformation is Key
- The Transformation DNA
- The Digital Economy
- THRIVE Framework



### Module 2 : Transformation

DAY 1

To dive deep into transformation and answer the why, what, and how on digital transformation for businesses, and to understand the mindsets behind these transformations and the challenges they face along their transformation journey:

- Transformation VS Change
- Why, What and how to Transform?
- Digital Transformation Mindsets
- ▪ The Trouble with Transformation



### Module 3 : Opportunities with Transformation

DAY 1

To cover the opportunities and key areas of transformation, the 6 degrees of exponentials, the how, why, and challenges of disruption in our markets today, and the readiness of companies to digitally transform themselves:

- 6 Areas of Transformation
- Opportunities in the digital space
- The 6Ds of Exponentials
- Disruption and the threat of being disrupted
- Organization Transformation Readiness



## 8. Course Outline

### Module 4 : Holistic

DAY 2

To bring about a holistic view of organizations and urge them to integrate digital transformation activities, gain an understanding of leadership capabilities under a transformative context, and to look into business models and cultures that can be used on the road to transformation:

- Introduction to holistic viewpoints
- Leadership in a transformative context
- Competitive Strategies
- Business models and how they can compete



### Module 6 : Response

DAY 2

To understand what kind of responses companies are exposed to as the digital sphere grows by gaining competitive intelligence and data to make a strategic response, to understand the difference between offensive and defensive responses, and to learn how it is beneficial for companies to respond quickly in today's day and age:

- Introduction to Organizational Responses
- The role of competitive intelligence in responding
- Offensive Responses
- Defensive Responses
- Digital business models today



### Module 5 : Capabilities with a Holistic Approach

DAY 2

To promote, support, and hone specific capabilities to achieve successful transformations, to cover vital transformation management, innovation, and technical capabilities, and to learn the 360° route to value, risk, and governance that makes a holistic approach:

- Defining customer expectations
- Difference between customer expectations then vs. now
- The 9 Capabilities for Digital Transformation
- A holistic approach considers Governance, Risk, and Value



## 8. Course Outline

### Module 4 : Innovation

DAY 2

To learn about achieving innovation excellence, the importance of keeping customer expectations at the core, how customer centricity guides innovative products and services, and how this is important for companies undergoing transformation in order to undertake effective business model innovations:

- Introduction to Innovation
- Achieving Innovation & Innovation Excellence
- Importance of customer centricity
- Innovative Products and Services
- Operation and Workforce Excellence
- Business model Innovation
- Business Models based on Platform



### Module 6 : Value

DAY 2

To learn what value is, the difference between internal and external value, the different types of external value, and how these all play into the organizational mission:

- Introduction to Value
- Internal and External Value
- Types of Values
- Tech of the Future



### Module 5 : Thriving with Innovation

DAY 2

To teach the various ways companies can innovate in the marketplace using tools available at our disposal for digital business transformations, to understand the funding, culture, and process of innovation itself, and to learn how innovation can be measured:

- Digital Use Cases
- Using App Clouds to thrive
- SMAC Stack
- The Internet of Everything and The Internet of Things
- Emerging Technologies to look out for
- How to Fund Innovation
- Fostering a Culture and Process for Innovation
- Measuring Innovation and the Tools You Need



## 8. Course Outline

### Module 4 : Value Creation & Management

DAY 4

To learn the different types of internal value and value creation, the difference between tangibles and intangibles, and how managing these play into a benefits management and realization plan for business cases:

- The core elements of Company Value
- Value Management
- Intangible Value
- Benefits Management Strategy and Realization Plan
- Making a Business Case for Transformation



### Module 6 : Enterprise Management

DAY 4

To go over key areas of management during transformation, the importance of organizational change management, and how policies can leave some room for agility::

- Portfolio Management
- Programme Management
- Project Management
- The Advantage of being Agile
- Organizational Change Management
- Business Process Management



### Module 5 : Enterprise

DAY 4

To cover the principles and importance of Enterprise in digital business transformation, how transformation must cross all levels of the organization, and the difference between transformation and technology in leadership and management:

- Introduction to Enterprise
- Difference between Managers and Leaders
- Transformation Leaders vs. Technology Leaders
- Transformation Management vs. Technology Management
- Leadership Political Intelligence (PQ)
- Importance of Transformation Governance



## 8. Course Outline

### Module 4 : Transformation Roadmap

DAY 5

To understand the 10-phase roadmap to transformation that all companies will go through on their journey to becoming digitally transformed:

- Phase 1: Understand the Roadmap
- Phase 2: Align the Leadership
- Phase 3: Analyze the Market
- Phase 4: Establish Response Strategies
- Phase 5: Activate Transformation Readiness



### Module 6 : Conclusion

DAY 5

To conclude the course with a comparison of two firms (one that failed and one that worked) and a final note on why companies should digitally transform:

- A tale of 2 firms: Blockbuster vs. Netflix
- Why be digitally transformed?



### Module 5 : Transformation Roadmap (Continued)

DAY 5

To continue to understand the 10-phase roadmap to transformation that all companies will go through on their journey to becoming digitally transformed:

- Phase 6: Innovate Strategically
- Phase 7: Prepare and Prioritize Digital Use Cases
- Phase 8: Prepare and Present Business Cases
- Phase 9: Define Portfolio, Process, and Governance
- Phase 10: Plan, Execute, and Manage Transformation

