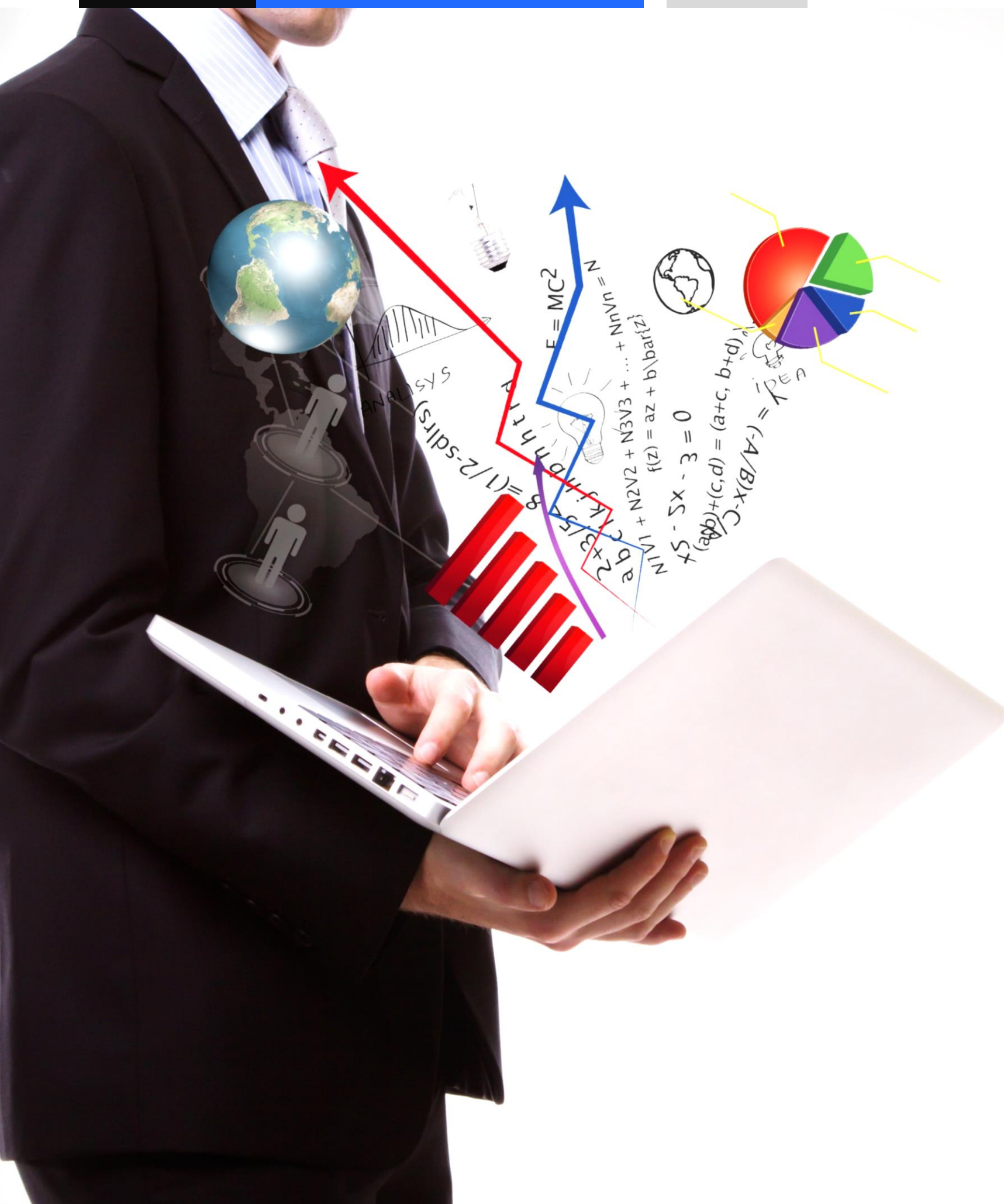**boxology**

DIGITAL STRATEGY

Frederik Haentjens

1. Overview

This course introduces the concept of strategy from past to present, its impact on an organization and the influence of Metaverse & Artificial Intelligence on strategy. The module further delves into linking operations to digital strategy and the various digital disruptors an organization faces in developing a digital strategy. The module elaborates on the organization's adjustments to align with the strategy and,lastly, the steps and factors influencing the implementation of a digital strategy.

2. Benefits

- Grasp strategy evolution and its impact on organizations.
- Understand how Metaverse & AI influence strategic planning.
- Learn to align operations with digital strategy.
- Navigate digital disruptions and identify emerging opportunities.
- Master change management for a successful digital transformation.
- Evaluate digital strategy frameworks for optimal decision-making.
- Craft a winning roadmap to implement your digital strategy.
- Develop and execute a data-driven plan for business success.

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

MURAL Mentimeter DALL-E GPT-3

4. Outcomes

1. Define the notion of strategy comparing the past to the present and the present to the future.
2. Discuss how the next-generation operating models will deliver strategy and add value to business processes through tech enablers.
3. Explore the emerging technologies used to develop digital strategies causing digital disruption, which can be converted into opportunities.
4. Understand change management aligned with digital strategy transforming a traditional organization to agile.
5. Analyze digital strategy frameworks to assess whether the new transformed strategy works.
6. Identify various approaches and digital roadmap to implement an effective digital strategy

5. Equipment

1. Laptop/Computer with internet connection

2. Book with pen/pencil for notes

6. Attendees

This digital strategy course is your gateway to becoming a strategic mastermind in the digital age. It's designed for a wide range of professionals, from business leaders and executives setting the overall direction to marketing and sales teams executing plans. Strategic managers, digital transformation specialists, data analysts, and business analysts will all find value here. Whether you're leading the charge or aligning your department, this course equips you to navigate digital disruption, leverage emerging technologies, and craft a data-driven roadmap for success.

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.

Frederik Haentjens

8. Course Outline

Module 1: Introduction to Strategy
DAY 1

This module will define the notion of strategy in the past, present, and near future with metaverse and artificial intelligence. Furthermore, the module will state the need for strategy in an organization and how it can be formulated in the new digital era.

- Introduce strategy in the past vs. present
- Organization and business strategy
- Digital Strategy formulation
- Technology influencing Strategy
- Future Models affected by Strategy

Module 2 : Present and Future of Digital Disruption
DAY 1

The module will explore the emerging technologies causing digital disruption in developing a digital strategy. Also, a clear understanding of how these innovative disrupters can be turned into opportunities for organizations, people, and cultures to grow.

- Develop digitalized strategies
- Emerging Tech and Digital Disruption
- Elements of Disruption affecting business operations
- Trends reshaping the future of technology
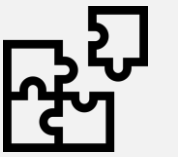
Module 3 : Digital Strategy / Digital Strategy Transformation
DAY 1

This module will outline the organizational adjustments that must be made internally and externally. This will concentrate on areas that require a digital shift and how to communicate these changes effectively to align your stakeholders with the strategy's development and potential results.

- Introduction to Change management
- Impact of digital strategy in businesses
- Align change management with digital strategy
- Change management challenges in developing digital strategy
- Organization's transformation Readiness

Module 4 : Does your Strategy work? (Strategy Alignment)
DAY 1

This module will define the organization's current strategy, does the strategy works? and determine how to transform it into a digital strategy that aligns with future goals.

- Present Business Strategy
- Introduce the innovative disruptors
- Digital strategy frameworks
- How to adapt enhancing strategy
- Roles of strategy in digital transformation

8. Course Outline

Module 5 : Digital Strategy Implementation

This module discusses how to effectively implement a digital strategy plan by considering the factors affecting digital strategy. Additionally, the module discusses the importance of creating a digital road map and the key enablers in digital transformation.

- Factors to develop digital strategy
- Steps to implement a digital strategy
- Digital road map
- Key technology enablers
- Skilled workforce leveraging digital strategy

Module 6 : Business Processes and Operating Models of the Future

This module will discuss how to link operations to digital strategy. This will include topics on why, what, and how to transform your strategy into design principles that best fit the organization and how to articulate a well-thought-out operating model successfully. .

- Business Processes and Operating Model
- Future Operating Models
- Implication of operating models on technology enablers
- Operating Models delivering Strategy
- Next-Generation Operating Model