Championing digital transformation
Strategy, Change and Implementation

A programme designed to keep your organisation ahead of the curve in the digital era

About the programme

Our world is facing fast-paced transformation driven by new technologies and innovation, fundamentally redefining business models in every sector and in every industry. This transformation is rapidly changing the way in which we live and work.

Our programme will explore the key methodologies and frameworks you need to champion digital innovation in your organisation and provide you with the tools to succeed in fast paced business environments.

It will help you understand how to prepare your business for a digital future by exploring strategy, people and organisational perspectives.

Drawing on insights from industry experts, leading academics, keynote speakers, case studies and international partners, the programme delivers a well-rounded experience that will give you a comprehensive set of valuable skills currently in high demand.

We offer two interlinked courses as part of this programme. You can start with the two day course on Creating your Digital Strategy. You can then progress to the second course, which is three days and covers Implementing Digital Change.

Both courses are designed to stand alone, but also to complement each other.

87% of companies say digital will disrupt their industry - but only half say they're prepared.

Accelerating Digital Transformation for Long Term Growth - World Economic Forum

Creating your Digital Strategy – two day course

9-10 February 2023

- This two-day course equips you to develop a digital transformation strategy for your organisation that will prepare it for the future.

By completing this course you will:

- gain a solid understanding of key digital trends
- develop a holistic understanding of digital transformations
- be equipped to champion digital transformations in your workplace
- understand how to apply concepts of corporate digital responsibility and ethics
- be prepared to develop your teams for successful innovation and transformation
- understand how to manage change in complex environments

A study of 2,000 companies showed that only **7%** of companies were led by digitally competent teams. Those companies outperformed the rest by **48%** in terms of revenue growth and market valuation.

Sloan Management Review, 2022

Implementing Digital Change – three-day course

1-3 March 2023

This three-day course shows you how to implement digital transformation in today's business environments.

By completing this course you will:

- find out why integrated platforms are a core component of digital change
- understand some of the key challenges in digital transformation
- understand the issues surrounding business data and how they may be managed
- build a solid understanding of key digital trends, with practical examples of how they changed the market

Up to **90%** of digital transformations designed to improve efficiency fail

Who is it for?

If you are in a senior-level role, seeking to increase your capability in digital strategy and leadership - while inspiring your teams to deliver impactful and sustainable transformations - then this programme will be of interest to you.

It is open to leaders from a broad range of sectors, industries and geographies with different backgrounds and experiences.

The programme will also be of interest to consultants and practitioners who are leading and championing digital transformation, or those interested in this as a career.

Both the two and three-day courses can be taken as stand-alone courses or can be combined into a five-day programme, giving you a complete understanding of digital transformation. The courses can also be tailored to individual company requirements.

You will learn from a diverse group of world-class experts, including leading academics and researchers from the university as well as thought leaders and prominent industry professionals who are experienced in transforming businesses through digital innovation.

$100T of additional value for the world economy is expected from digital transformation by 2025.

World Economic Forum, 2022

The programme

Both courses in this programme are delivered through core modules, workshop sessions and masterclasses providing you with a range of in-depth learning experiences.

Core modules

Most of the programme is delivered through modules that give you the opportunity to explore key methodologies and frameworks needed to champion digital innovation in your workplace.

Several core modules examine a comprehensive case study, bringing concrete examples into the sessions to further enhance the learning experience.

Workshop sessions

These more informal sessions are delivered by external speakers encouraging you to take part and explore issues such as the future of work, developing your digital footprint and showcasing thought leadership.

Masterclasses

The programme's masterclasses explore important themes on digital transformation, bringing views from senior practitioners from different industries or areas of activity.

The programme

In our two-day course you will study:

- digital strategy and leadership for a digitally enabled world
- digital technology and innovation re-shaping businesses and organisations
- the future of work – trends shaping the marketplace
- delivering digital transformations in a fast-paced environment

Masterclass topic

- Skills and talent for a successful digital journey

In our three-day course you will study:

- creativity and problem solving with design thinking
- negotiation and stakeholder management
- managing and developing winning teams

Case Studies

- digital technology and innovation re-shaping businesses and organisations
- delivering digital transformation in a fast-paced environment

Masterclass topic

- Bridging the gap between strategy and execution in the digital era

Course leaders

Dr Andrew Callaghan
Professor of Practice for Strategy and Digital Transformation
Nottingham University Business School

Andrew has 30 years' experience working with blue chip companies, holding leadership positions in strategy and business development. His consultancy experience spans Digital 4.0, Cloud, Big Data, Analytics and Cyber. He helps business-leaders turnaround under-performing businesses and mentors teams to increase sales and deliver compelling strategies. Andrew divides his time as a Professor and as Managing Director of an advanced analytics SME. He is an advisor to the Government Digital Policy and Strategy Unit, leads the Business School's Digital Transformation Programme, sits on the University Digital Strategy Committee and is a thought leader in customer experience measurement.

Lee Fulmer
Chief Data Officer
UBS

Lee is listed on DataIQ's Top 100 Influential People in data and winner of Tech-Exec's Business Leader's Data Leader of the Year award. His career spans roles in technology, operations, strategy and product development in multiple industries. From the US Department of Defence to the BBC and JP Morgan, he has continuously adapted and reinvented himself to capitalise on a changing business landscape. He has advised the Information Office at 10 Downing Street and the EU Information Directorate, represented industry to the Department of Culture Media and Sport and the HM Treasury, and is Chair of the Bank of England and Financial Conduct Authority's joint strategic Reporting and Data Standards Transformation Board.

Course leaders

Jorge Guedes
Director of Digital Transformation
KPMG

Jorge has proven capability in enabling large end-to-end digital transformation projects while engaging, empowering, and protecting key stakeholders for sustainable and holistic human-centric transformations. On top of his consulting career, which also included roles at PwC, Capgemini and SAP, Jorge holds multiple lecturer and researcher positions at several universities in Portugal and the UK, being a regular keynote speaker in several events on the topics of Strategy, the Future of Work, Digital Policy, Digital Leadership and Digital Transformation. Additionally, Jorge is a Senior Policy Advisor to the European Commission and is advisor to several start-ups in the UK.

Martin Gollogly
Director, University Alliances, EMEA North, SAP

Martin leads the SAP University Alliance for North EMEA. He has 18 years' experience leading a network of universities working to develop students' knowledge of advanced enterprise systems and how to develop skills in solving business problems through data science, analytics and systems integration. He has taught design thinking sessions to students at universities across Europe and Latin America. Martin also brings programme management skills and prior to joining SAP, he worked for ten years as an IT industry analyst specialising in software and networking. Martin was also responsible for designing, building and launching SAP's global partnership with Coursera and their first Professional Certificate 'SAP Technology Consultant'

Professor David Loseby
Thought leader and academic in behavioural science, procurement and supply chain

David has over 30 years' experience at senior executive/director level driving value and change through procurement and organisational transformation. More recently working as a thought leader in Procurement and Supply Chain advising organisations, digital leaders and the Big 4 consultancies on all aspects of change/transformation, Environmental Social and Governance (ESG), Digital, Social Value, Supply chain resilience and the evolving and dynamic legislation landscape. Currently he is the Chief Behavioural Science Officer (CBSO) for Suppeco and previously the Group CPO for Rolls Royce, managing the impact of Covid-19 and a significant portfolio of organisational and digital transformations.

Dr Leandro F. Pereira
Assistant Professor with Habilitation in Strategy at ISCTE Business School, University of Lisbon

Leandro Pereira is CEO and Founder of WINNING Consulting. He is former President of Business Case Institute, Project Management Institute (PMI), Portugal Chapter. He is also Project Management Professional from PMI and Return on Investment certified. He has published more than 100 scientific publications and ten books. Dr Pereira is an international expert in Strategic Management, Project Management, Business Cases, Benefits Realisation Management, and Problem Solving.

About us

Among an elite group of business schools

Nottingham University Business School is among an elite group of business schools worldwide that hold 'triple crown' accreditation from the three most influential accrediting organisations: AACSB, AMBA, and EQUIS. Employers recognise the accolade as a mark of high standards, quality and reputation.

Digital Centre of Excellence

Nottingham University Business School is working with some of the world's leading business software providers, enabling our students to become cloud and data ready in an increasingly digital world.

Small Business Charter Award

The School holds a Small Business Charter Award in recognition of its role in engaging with the needs of the regional business community and its leadership in providing enterprise skills development.

UK top 20* research-intensive university

The University of Nottingham is a UK top 20* research-intensive university shortlisted by the Times Higher Education for its coveted University of the Year Award on four occasions in the last ten years. It has award-winning campuses in the UK, China and Malaysia and hosts a global academic community in all three countries.

Location

The programme will be hosted at The Jubilee Hotel and Conferences located on our award-winning Jubilee Campus. It covers 65 acres and boasts eco-friendly and sustainable buildings, green spaces, wildlife and lake.

* QS World Rankings and THE World University Rankings 2022

How to apply

Apply now

Applications are encouraged from all industry sectors and business functions.

Applicants are expected to have at a minimum of five years' management experience in order to actively engage and participate with in class discussions.

Our Executive Education programmes are delivered in English.

Alumni discount

All University of Nottingham alumni are entitled to a 20% fee reduction. Please provide details on registration.

For an informal discussion about this programme or how it can be tailored for your organisation, please contact our Programme Manager Nikita Vyas **Telephone** 078 5598 1278

Fee

Creating your Digital Strategy (2-day course)
£1,395

Implementing Digital Change (3-day course)
£2,095

Combined 5-day course – 5% discount
£3,325

Fee includes study materials, refreshments, lunch, and networking dinner on the 3-day course. The fee excludes residential accommodation.

Our Executive Education programmes are available to UK and Global corporates. Please contact our team for a discussion on how our open programmes could benefit your organisation. Fee reductions are available for multiple registrations.

Book your place nott.ac/execed

executiveeducation@nottingham.ac.uk