

Executive Programme in Digital Transformation

Imperial Virtual Programmes

Overview

The Digital Transformation for Executives programme is characterised by live interactive sessions with faculty. This 8-days live virtual programme is designed to help executives plan and build a digital transformation strategy that can be taken away and implemented.

Drawing on insights from Imperial College Business School faculty, industry leaders, case studies and your peers, participants will develop a robust understanding of digital cultures, foundations and frameworks to craft their own transformational strategy.

Participants will undertake a personalised learning experience where they develop their own digital transformation strategies, with coaching from experienced academic and industry leaders throughout their journey.

Participants will have the opportunity to submit a short video recording of their strategy pitch in a 'dragon's den'-type scenario where participants pitch their digital transformation strategies to a panel of experts. Participants will leave with practical feedback and insights, feeling prepared and equipped to implement their digital transformation strategy within your organisation.

Help ensure your digital transformation initiatives succeed by gaining the skills to develop and implement a sound digital transformation strategy within your organisation please.

Who is this programme for?

This programme is designed to equip mid to senior-level executives with insights and practical skills to develop digital transformation strategies. The diverse programme cohort will include participants from a range of job functions and industries.

Topics include:

Digital Transformation in Perspective

Plotting Your Digital Journey

The Digital Transformation Framework

Framework: Foundations

Change and Culture and The Role Data Artistry Can Play to Drive Change

Design Thinking: Building your Digital Strategy – Discover Phase

Design Thinking: Building your Digital Strategy – Define Phase

Design Thinking: Building Your Digital Strategy – Develop Phase

Design Thinking Feedback

Framework: Readiness

Framework: Performance

Framework: Iteration

Step-by-Step Template & Framework – Keeping up with Change

Digital Transformation Strategy Development and Coaching

Transformation Strategy 'Dragons Den'

Digital Transformation Strategy Feedback and Programme Close

Participant profile

- Must be employed by a private company in Kuwait.
- Provide an updated C.V. reflecting current role and responsibilities.
- Minimum 5 years of work experience and English proficiency.

Benefits for your organisation

Develop a robust understanding of digital transformation

Build a solid understanding of the key challenges that can help and hinder a successful digital transformation strategy

Develop a digital transformation strategy that can be taken away and implemented

Stress-test your strategy with industry experts and a network of experienced peers

Certificate



Upon completion of the programme, participants will be awarded a verified **Digital Certificate** by Imperial College Business School Executive Education.

Note: As a live executive education programme, participant attendance and contribution is key to the learning experience and value of the programme. As such, participants are required to attend (or watch recordings of) 80% of the live sessions to receive their Certificate.

Programme details



2 weeks, virtual including live webinars, discussions and activities



7 sessions per week



8 February 2021

Apply for the programme here

Selection process

All applications will be reviewed by a selection committee. Applications will be assessed based on the applicant's experience, area of expertise, and comparative merit. Any late or incomplete submissions will not be considered.

Prospective participants with questions about the programme are encouraged to contact Enterprise Learning & Human Development

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