

**DIGITAL
TRANSFORMATION**

**COURSE
BROCHURE**

**DIGITALLY SMART
YOUR E-LEARNING PARTNER**





Welcome

The business world is evolving faster than ever before...

Digitally Smart programmes deliver **the framework and tools** needed to meet the challenges of our economy today - and tomorrow

Transform your career with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.

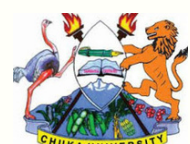
Why Choose Digitally Smart

- ◆ We are a **UK accredited CPD** education & training **provider**
- ◆ We partner with **universities, international organizations, non-for profit** and the **private sector**
- ◆ Our programs are **instructed by leading experts** with first-hand **industry experience**, globally
- ◆ We have an extensive reach, having delivered training across **3 continents** and more than **13 countries**

Bridging the digital skills gap

Our programs open doors to **transformation**. They address the **global digital skills gap** by future-proofing participants' careers with the skills they need to thrive in today's **ever-changing digital society**.

Some proud partners



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Course Overview



What will you learn?

Digital transformation is the process of adapting existing business practices to new digital methods to **increase efficiency** and **keep up with rapidly-changing market demands**.

Successful digital transformation requires a collection of coordinated, scalable change efforts diffused throughout all aspects of the business. More and more, technology will be used as a means to a cultural end, blurring the line between the technical and business sides of your organization.

This course provides an overview to confront **rapid change, technological disruption and unexpected competition**. As you progress in the course, you will be able to explore how you can turn threats into opportunities, unlock innovation and reshape the future of your organisation.



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Module 1: Introduction

Nowadays, Digital Transformation has become a 'must have' for modern and traditional businesses alike. This module explains **how technological advancements have impacted the way in which business interact with its customers** and showcases why is important for businesses to leverage on the opportunities that have arisen in the current context.

Learning objectives

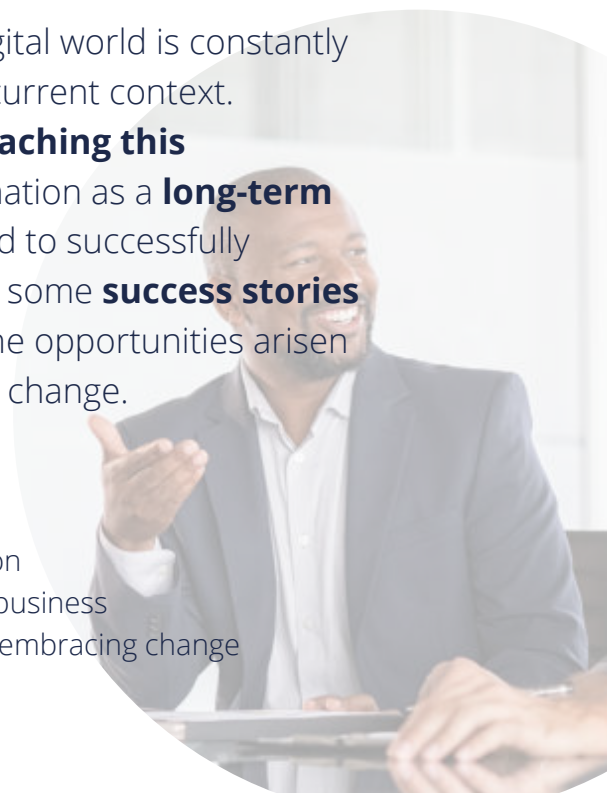
- Digital transformation and its importance to businesses
- The key benefits of adopting digital transformation
- Some of the fundamental techniques to implement digital transformation

Module 2: Essentials

Digital transformation isn't a one-time project; the digital world is constantly evolving and digital transformation is a reality in the current context. Organisations, therefore, need to find ways of **approaching this changeable environment**, whilst viewing transformation as a **long-term investment**. This module explains the steps required to successfully implement change across a business. We will discuss some **success stories** to showcase how some businesses have leveraged the opportunities arisen and we will explain the implications of not embracing change.

Learning objectives

- The benefits of embracing change in a business organization
- The steps involved in effectively implementing change in a business
- How some organizations have enhanced their business by embracing change



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Module 3: Strategy

Digital Transformation is not a simple concept to execute. The whole organisation must be aware of its importance, its approach for implementation and more importantly they need to be fully involved in the whole process. This module explains how to successfully **build engagement across an organization**. We will discuss questions needed to be asked in order to form **key performance indicators** needed to properly track progress.

Learning objectives

- The role of staff engagement in any digital transformation plan
- How to improve engagement within a business organization
- How to set-up Key Performance Indicators or KPIs to measure how successful you are towards achieving your digital transformation vision

Module 4: Management

Embarking into a **well-designed and well-planned digital strategy** doesn't mean that everything will go according to the plan. The unexpected occurs and the marketplace continues to evolve, therefore **a mindset ready for change** will be crucial in this process. In this module we highlight the key ingredients to maximise the success of your **digital vision**. From your clients and staff to the leadership team that will lead the process.

Learning objectives

- The key success factors in the digital transformation journey
- The importance of strong leadership to successfully implement a digital vision
- The key roles that support digital transformation processes



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Module 5: Vision

In order to really succeed in your transformation efforts, it's not enough to just invest in new equipment and technology; you need to take the time to **understand the changes you need to make**, and **how to get everyone else on board**. Understanding that delivering the required changes it takes human effort, in this module we also explore the concept of **human transformation**, and we discuss the importance of having the right culture, people, skills and mindsets to make things happen.

Learning objectives

- Recognise the key components that can be transformed through digital transformation
- Understand the role of people and talent in your digital transformation efforts
- Learn the different techniques to onboard your employees and transform your business' overall culture, skillset and mindset



The learning journey

Our participants are at the core of everything we do. Our Digital Marketing program is **highly interactive**, resulting in drop off rates of below 2%. It is designed to provide both, digital marketing capability as well as the digital skills required to equip the future workforce. Allowing learning anywhere, anytime, 24/7 and from any location.



High definition video-lectures designed by our specialist product teams and leading industry experts



Class participation via dedicated discussion forums allow students to interact and learn from tutors and peers



Stimulate **team-work, critical thinking, and communication skills** to develop fundamental soft skills



The continuous evaluation is conducted via **graded assignments, class participation and test quizzes**



All learning materials are available anywhere, anytime, 24/7 from any location



Subject Matter Experts

The digital marketing program is designed, taught and validated by **industry experts.**

They are in continuous development, while supporting on module creation and validation as well as tutoring.