

Leadership in a Digital Era

Masterclass 10th – 11th October 2019

TESTIMONIALS



The course was superb - very enjoyable and highly informative. I have felt energised ever since!

Inspiring, thought provoking, challenging and totally worth it.

A must attend for senior board members of organisations.

An excellent introduction to the topic as it impacts on corporate business.

Created a space and provided material for changes that we all have to be ready for.

Excellent presentations, the content of the course was spot on. It has re-energised me, and I am really excited about moving things forward.

OVERVIEW

The changes brought about by the Internet over the last twenty years are nothing compared to what is to come over the next few years. No industry, no organisation is immune from the threat of digital disruption and with labour markets being transformed by artificial intelligence and automation, no individual is immune. A new breed of senior executive is required to drive digital supported transformation – leaders of change for a constantly connected world. Is your organisation ready for the coming tsunami of digital disruption? Are you ready?

Join this highly interactive Masterclass to develop the knowledge and personal skills in becoming a transformation leader. Using a 'business first', rather than 'technology led' approach, the Masterclass covers **the why, what, how and who of successful transformation in a constantly connected world.**

Whether operating in the public or private sectors, and using the very practical tools and templates contained in the *'Digital Business Transformation Toolkit'*, you will gain the key skills and personal confidence to become an effective digital change leader.

DAY ONE

Digital landscape analysis: the disruptive technologies and societal changes threatening to disrupt your industry; opportunities and threats for your organisation.

'External' digital: benchmarked against accepted best practice, evaluate your organisation's current use of digital and social technologies for delivering exceptional customer experiences; the new rules of sales, marketing and PR; social customer service; content marketing; big data and predictive analytics; real time engagement as the new marketing.

'Internal' digital: your organisation's current use of digital and social technologies internally to improve communications and knowledge transfer; achieve operational efficiencies; building an agile, fast moving flexible organisation fit-for-purpose in a digital world; improve staff engagement and morale; drive change towards a more customer centred organisational culture.

A 'Leading Digital' Expert Panel session will take place with three highly experienced industry experts followed by an open Q&A session and early evening networking dinner.

DAY TWO

Transformation strategy development: the key questions to address in developing a digital supported transformation vision and strategy for your organisation; agreeing business goals, objectives, KPIs and targets; new business models enabled by digital technology; the importance of adopting a customer/business first, rather than technology led, approach; developing an Action Plan for 'getting there'.

Implementation: The key success factors in implementing digital enabled transformation programmes; people, technology, organisation, culture, project management; overcoming resistance to change; performance measurement for digital transformation.

Leadership in a constantly connected world: the skills, competencies and personal traits of a 'next-gen' leader.

Two-way dialogue not a one-way broadcast: A live Interactive Audience Polling tool will be used throughout the masterclass to ensure two-way dialogue and interaction.

SPEAKER

Dr Jim Hamill

With 35 years International Management experience, Dr Jim Hamill is widely recognised as a leading expert on digital disruption, digital strategy and business transformation. He has held Visiting Professorships or delivered Senior Executive Programmes in the US, Singapore, Hong-Kong, Malaysia, China, Norway, Italy, Lithuania, Latvia, France, Iceland, Malta, Russia, the UAE and Bahrain.

An author of several books and numerous papers, he is owner and Director of Future Digital Leaders, an organisation developing leaders for the digital era.

You can connect with Jim on Twitter (@DrJimHamill) and LinkedIn (www.linkedin.com/in/drjimhamill). Also on the Future Digital Leaders online community at www.futuredigitalleaders.com.



Networking Dinner

Participants are invited to attend a drinks reception and informal dinner to complete the first day of the Masterclass.

Who the Masterclass is for:

- ❖ CEOs and Senior Executives
- ❖ Business Owners
- ❖ Middle Managers
- ❖ Junior Managers and recent graduates wishing to develop careers as Future Digital Leaders.
- ❖ Those already working in digital requiring to update their skills and knowledge.

Course fees

The course fee is £1,050.00. This includes all tuition, course material, daytime catering and a formal networking dinner. **However there will also be an early bird registration price of £895.00 available until 12th September 2019.**

There is a 20% discount for the staff and alumni of the University of Edinburgh. Group discounts are also available. Please contact us for further details.

How to register

To register interest in attending and get a personal call back from Jim Hamill, please use this link: **[I'd like to find out more.](#)**

Or to register directly **please [follow this link.](#)**

Venue

University of Edinburgh Business School
29 Buccleuch Place
Edinburgh
EH8 9JS

To discover if this course is right for you, please get in touch with the **Executive Team** on **0131 651 5245** or email: **executive@business-school.ed.ac.uk**