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Short Course


Digital Transformation – Customer Value and Business Model

Programme Schedule	Duration (days)	Mode of Delivery	Programme Code
2 Oct, 3 Oct, 4 Oct 2024 9am-5.30pm	3	Classroom Learning	TGS-2023035933



Course Overview

Digital transformations have a very high failure rate of 70% to 92%. Reasons for transformation failure from research comprising 2970 companies, and 10074 executives globally, indicated very varied reasons for failure, substantiating that the absence of a holistic and structured approach is the leading cause of failure. The reasons for failure can be broadly categorised into four dimensions – customers, business, capabilities and people and leadership issues.

This course covers the customer and business dimensions. The customer dimension looks at how a desirable Customer Value Proposition (CVP) is derived from the following five elements – segment choice, understanding of the segment gaps, and deriving the insights from the , which then allows the creation of a unique experience, that is finally backed by a robust business process re-engineering. Participants will be assigned a business use case and perform

suitable exercises chosen from a total of 35 available exercises in the customer dimension to understand the key concepts and how to apply them in practice. Not deriving a desirable CVP is a key reason for digital transformation failure.

The business dimension results in the creation of a viable business model (BM). There are four elements – differentiation, path to profit, scaling and core competence gaps. Participants will be assigned selected exercises from a total of 22 to understand the key concepts and how to apply them in practice. Not creating a viable BM is another key reason for digital transformation failure.

At the end of the course, participants will gain a full appreciation of customer experience management, business process re-engineering and product design and development and how they can create a desirable CVP by designing the key considerations for each element of the customer dimension. In addition, participants will understand and appreciate the role of business innovation in deriving a viable BM.

Course Objectives

At the end of the course, participants will be able to:

- Understand why a holistic approach is key in transformation to resolve the high transformation failure rates.
- Understand what business you are in and what types of changes most drive transformation success
- Understand how the interrelated nature of the transformation dimensions makes identifying a starting point difficult.
- Understand how changing the elements of the customer business dimension results in business innovation
- Appreciate how well you know your customer's problems and practice design thinking in user experience design to make the customer the centre of all design decisions.
- Understand why insights play such an important and often neglected role in determining customer experience management or new product design and development.
- Understand the role of business process re-engineering in achieving your product, customer and user experience
- Evaluate and understand how differentiated is your Customer Value Proposition
- Understand how to craft your path to profit and how to scale your business transformation or innovation
- Appreciate and discuss the importance of design considerations for the elements of the business dimension and how this can lead to business innovation.

Prerequisites

- At least 5 years experience in management and leadership positions
- University degree in any discipline



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Types of Available Fundings

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This programme is part of

Professional Certificate in
Mastering a Holistic Approach in
Digital Transformation

Instructors



Dr Dennis Khoo



Mr Choi Jungkiu

Programme Fees



	Singapore Citizens		Singapore PRs	Enhanced Training Support for SMEs	International Participants
	39 years old or younger	40 years old or older			
Full Programme Fee	S\$3,150.00	S\$3,150.00	S\$3,150.00	S\$3,150.00	S\$3,150.00
Less: SSG Grant Amount	S\$2,205.00	S\$2,205.00	S\$2,205.00	S\$2,205.00	-
Nett Programme Fee	S\$945.00	S\$945.00	S\$945.00	S\$945.00	S\$3,150.00
9% GST on Nett Programme Fee	S\$85.05	S\$85.05	S\$85.05	S\$85.05	S\$283.50
Total Nett Programme Fee Payable, Including GST	S\$1,030.05	S\$1,030.05	S\$1,030.05	S\$1,030.05	S\$3,433.50
Less Additional Funding	-	S\$630.00	-	S\$630.00	-
Total Nett Programme Fee Payable, Including GST, after additional funding from the various funding schemes	S\$1,030.05	S\$400.05	S\$1,030.05	S\$400.05	S\$3,433.50
1. Total Nett Programme Fee Payable, including GST, after additional funding from various funding schemes. 2. GST shall apply at <u>prevailing rates</u> .					



- Participants must fulfill at least 75% attendance and pass all assessment components to be eligible for SSG funding.

Other Information

This course is eligible for Union Training Assistance Programme (UTAP). NTUC members can enjoy up to 50% funding (capped at \$250 per year) under UTAP. NTUC members aged 40 and above can enjoy higher funding support up to \$500 per individual each year, capped at 50% of unfunded course fees, for courses attended between 1 July 2020 to 31 December 2025. Please click [here](#) for more information.

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