IS3103 Information Systems Leadership and Communication
Digital Transformation Proposal Project (45%)

This project consists of written <u>and</u> spoken components.

Task scenario for Proposal Report Writing (25%)

Context
You are consultants of iLEAD, a technology leadership consulting firm. A company has approached you and your team for digital transformation (DT) leadership and management advice following the COVID-19 crisis.

You can choose this company from any of 23 industries in the six industry clusters (https://www.mti.gov.sg/FutureEconomy/Economic-Clusters). As part of your job scope, you:

- do some background research on the chosen industry sector, company(ies), and assess the impact of COVID-19
- review the related industry transformation map (ITM) defined by the Future Economy Council (FEC): https://www.mti.gov.sg/ITMs/Overview
- understand the existing IT infrastructure and technologies used by the industry/company, and research on the emerging technologies that can be adopted

Task
You will collaboratively write a DT proposal report for the company. The report will document the background, analyses, and recommendations involving the IS leaders and stakeholders (CxOs, directors, managers, employees, vendors, customers, etc.) for the partially fictitious company.

The primary audience of the written report is the Executive Committee (ExCo) of the chosen client company, and the secondary audience is your CEO. The word limit is **5000,** excluding executive summary, references and appendices.

Timeline
Table 1 shows important dates for this written assignment.

DT Proposal Plan for Approval	By 7 Sep 2022
Draft DT Proposal	9 Oct 2022
DT Proposal Consultation and Feedback	10-14 Oct 2022
Final DT Proposal Submission	6 Nov 2022

Table 1. Timeline for the proposal report writing assignment

Assessment criteria
You will be assessed for the following criteria as a *team* as seen in Table 2 below.

1. Content
a. Executive Summary (250-300 words)
b. Provide a background of industry and company
c. Assess how the COVID-19 pandemic has impacted the industry and company
d. Identify business challenges, IT/IS problems, and business-IS issues faced by the company
e. Provide 3-4 recommendations/solutions covering the lecture topics (at least 2 of these should be technical in nature)
f. Provide feasibility assessment and implementation plan
g. Provide a change management plan
h. Provide a discussion of the expected benefits

In your proposal, you should provide technically accurate information to aid decision making by the ExCo. As far as possible, apply the concepts and frameworks taught in the lectures and tutorials. You can also consider the COVID-19 situation in your recommendations/solutions if applicable.

2. Language

Express in a clear, concise, and persuasive manner. Organize content strategically.

3. Visuals

Include relevant charts, tables, graphics, and illustrations.

4. End-matter

Provide in-text citations in AMA reference style and Appendix. Please limit your citations to not more than 12 key references.

Table 2. Written proposal report assignment assessment criteria

Task scenario for Oral Presentation (20%)

This assignment is based on your DT proposal report.

Context
Your iLead proposal report has been favorably approved by the client company. The top management in the company is agreeable to the change plans. The task now is to communicate the change plans to **different target groups within** the company.

Task
In your project teams, each of you will assume a mid-level leadership role in this company. You will utilize **all** the components learned from **lessons 1-3** to communicate relevant change plans to specific target audience groups. For example, in a team of four members, you could assume to be the: IT department head, HR manager, Finance department team lead and Communication department senior executive. You then choose a logical timeline to communicate the change plans to the different target audience groups. Each of you will be given **one minute** to set the context for which you will **not** be assessed. Your assessment will begin with your **three-minute presentation** to your target audience followed by a question-and-answer segment. Visuals are highly encouraged.

Timeline
Table 3 shows important dates for this assignment.

Task	Week of
Start thinking and planning for your presentation.	19 Sep 2022 (recess week onwards)
Present your plans - team consultation and peer feedback.	3 Oct 2022
Preliminary DT proposal presentation and feedback	17 Oct 2022
Presentation followed by question-and-answer segment.	31 Oct 2022

Table 3. Timeline for final oral presentation assignment

Assessment criteria

You will be assessed for the following criteria (Table 4).

Components	Communication lessons
Content and organization (5m) The presenter 1. Selects relevant information from the written proposal. 2. Organizes the content so that is concise and coherent for the context and audience. 3. Uses stories/analogies and Rock's/Hero's model to convey the change message. 4. Addresses audience needs and concerns. 5. Designs/uses apt visuals to augment the presentation.	Lesson 1- Self-awareness and emotional intelligence Lesson 2- Listening and questioning skills Lesson 3- Influential, strategic and change communication skills
Verbal language (5m) The presenter 1. Uses fluent English to convey the message. This includes grammar, vocabulary, and sentence construction. 2. Pronounces words clearly and correctly. 3. Uses variety in volume, tone, pitch, rhythm, speed, pause and timber. 4. Feels for the content and sounds natural.	Lesson 1- Self-awareness and emotional intelligence Lesson 2- Assertive skills Lesson 3- Influential, strategic and change communication skills
Non-verbal language (5m) The presenter 1. Establishes eye contact regularly with everyone in the audience. 2. Uses appropriate and natural gestures to augment the message. 3. Exudes confidence and composure. 4. Displays apt emotions to convey the message. 5. Is suitably attired.	Lesson 1- Self-awareness and emotional intelligence
Team (5m) The team 1. Uses a logical timeline to convey ideas. 2. Uses suitable transitional devices to refer to relevant content from each other's presentation. 3. Performs competently in the individual categories of content, verbal, and non-verbal elements. 4. Comprehends posed questions and concerns and addresses them using leadership communication skills.	Lesson 1- Self-awareness and emotional intelligence Lesson 2- Listening, questioning and assertive skills Lesson 3- Influential, strategic and change communication skills

Table 4. Final oral presentation assessment criteria