



Digitisation has transformed core assumptions about strategy. Prepare yourself to lead this change.

STRATEGY IN THE DIGITAL ERA

JULY 16 - 18, 2018
HYDERABAD


Strategy in the Digital Era

Digitisation has transformed core assumptions about strategy. Prepare yourself to lead this change.

The world around us is changing at a rapid pace. In addition to urbanisation, resource scarcity and economic dynamics, we are confronting a digital future driven by technology convergence. Digital-first businesses like Amazon or Google and the new age entrepreneurial ventures are changing the rules of the game. The adoption of Smart, Mobile, Analytic, Cloud and IoT (SMACIT) technologies are further redefining how businesses approach success and scale.

In this scenario, conventional strategies for gaining competitive advantage are increasingly becoming obsolete. Gaining a higher ground through traditional assets and building a moat around the business to secure a leadership position are no longer the concerns leaders are faced with. Disruptions driven by digital strengths are the norm and the time for the shift in strategic thinking is now.

With the unprecedented expansion of digitisation, organisations today have at their disposal new information assets which can be used to gain the competitive edge. The digital shift, while posing challenges, offers tremendous opportunities for value creation. Being agile, receptive and confident to operate in this scenario is crucial to gaining competitive advantage.



Digital transformation's purpose (and the work associated with it) isn't isolated to any one group or area of business; it's enterprise-wide. It's meant to align with and guide how employees want to work, how customers want to shop, the products and services you develop, and the innovation that affects everything in between.

THE SIX STAGES OF DIGITAL TRANSFORMATION MATURITY, COGNIZANT

About the Programme

The objective of this 3-day programme is to expose senior business leaders to new concepts of competitive strategy necessary in the digital age. The programme will draw attention to how digitisation can disrupt traditional businesses, and underscore specific actions businesses need to take - not only to safeguard themselves, but to also harness the forces of digitisation and connectivity for growth and competitive advantage.

Key Concepts Covered

- Recapping prevailing understanding of competitive strategy, sources of competitive advantage and the traditional threats of disruption
- Frameworks to understand how digitisation impacts your traditional strategies and business models
- Frameworks to understand the new drivers of growth and competitive advantage in the digital economy
- Building the mindset and capabilities to observe, predict, and guide business models and strategies in the digital economy
- Enhance and sharpen insights about the nature of competition from the digital products and services industry
- Competitively lead in execution excellence, specifically underscoring what it takes to engage in digital transformation



Who should attend?

Ideal participants are leaders with 10-20 years of experience, who need to acquire the capabilities to lead their firms in today's digital economy and take them to the next level. Professionals from the mid-senior management who are the strategic decision-makers and are responsible for implementing change in the strategic direction of their organisation are best suited for this programme.

Levels

MID | SENIOR MANAGEMENT

What you will learn

- Insights on how industrial age companies pivot from their prevailing thinking to adapt to the new digital business environment
- Understanding new threats of disruption in the digital age, and how companies should recognise and manage these new threats
- Identifying new resources to engage in digital transformation and what a new framework for strategic planning in the digital age looks like
- How firms should engage in digital transformation and the specific actions they need to take

This programme is for you if you are a business leader concerned about safeguarding your business from getting disrupted while adopting new-age strategic approaches to create competitive advantage in the digital-first era.



Key day-wise outcomes



- Understand traditional approaches to strategy and how conventional models are becoming irrelevant in the new-age context
- Fundamentals of retaining competitive advantage using traditional models and how businesses get disrupted
- Understand traditional drivers and limitations for growth



- Recognise the impact digitisation has on your business
- Understand the threats and opportunities of disruption in the digital age
- Learn about the growth drivers in the digital era and define the frameworks for gaining and retaining competitive advantage



- Articulate the new-age resources and frameworks required to engage in digital transformation
- Learn to create a clear roadmap for success and how to gain a position of strength in the digital-first world
- Guest speaker interactions and group exercises



Faculty



Mohan Subramaniam

Assistant Professor, Carroll School of Management, Boston College specialises in the areas of ecosystem strategy, global strategy, and the strategic management of knowledge and innovation. His current research interest includes new strategic frameworks for the digital economy and ecosystems. Professor Mohan teaches courses in strategy, global strategy and innovation management and has consulted with and taught senior executives at leading global companies including General Motors, Hamilton Sunstrand, Nextel, New Balance, Voestalpine and TCS among others.

Programme Details

July 16 (9.00 am) - 18 (5.00 pm), 2018 - ISB, Hyderabad

INR 1,20,000 plus GST @ 18%

Fee includes food and accommodation at the ISB campus
or at an equivalent facility based on availability

How to apply

Download the application form at www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)

Write to us at execed@isb.edu (or)

Call us on +91 40 2300 7041/42

For further information about the programme, visit www.isb.edu/cee/SDE



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