



Digital Transformation PROGRAM

Stanford | ONLINE

Quick Facts

DELIVERY: Online, Self-Paced

HOURS TO COMPLETE: 6-9 hours per course | 50-60 hours to earn the certificate

TOTAL COURSES: Complete 8 courses to earn a certificate

PRICING: \$5,900 Program All-Access Plan or \$765 per course

CERTIFICATE EARNED: Stanford Certificate of Achievement in Digital Transformation

LEARNING EXPERIENCE INCLUDES

- Online lectures
- Case studies and industry examples
- Knowledge checks
- Engagement exercises
- Access to our Stanford Teaching Team



Overview

Continuous advances in technology, the threat of nimble market entrants, and the expectation of personalized customer experiences are forcing organizations in every industry to rethink the way they operate. Get ahead of this change by learning how you can drive initiatives that create more value for your users and help you and your company stay relevant.

In the Digital Transformation Program, you'll learn the skills you need to become the critical link between business functions and the technology that enables them. With courses spanning digital transformation strategy and technical application, you'll build the well-rounded skill set you need to lead and execute an informed technology-enabled business transformation.

- Streamline processes and improve customer experiences with digital technologies like artificial intelligence and data science
- Deliver superior business outcomes by aligning company objectives and organizational culture
- Examine digital transformation across different dimensions of the business system (product, platforms, solutions, customers, supply chain, brand) with real-world examples
- Learn from industry experts leading digital transformation in a wide range of companies around the world

ENROLL NOW

Featured Case Studies and Industry Examples

Throughout the program, you'll gain a deep understanding of how digital transformation concepts apply to real-world business scenarios through impact stories, case studies, and insights from business leaders across industries.

You'll hear from business leaders such as:

- Dr. Won-Pyo Hong, CEO at Samsung SDS
- Jeff Wong, Global Chief Innovation Officer at EY
- Dan Leibfried, Director of Advanced Technologies at John Deere
- Laure Belluzzo, CEO Credit Agricole Technologies and Services
- Ali Raiz, CEO at OrbitMI

You'll analyze case studies and industry examples such as:

- ING: An Agile Organization in a Disruptive Environment, Harvard Business Review
- Target and Walmart: Who is Better Prepared to Take on Amazon?, Business Insider
- How Stitch Fix's CEO Katrina Lake Built a \$2 Billion Company, Elle
- MGM Resorts International in 2018: time for Another Reinvention, Stanford Graduate School of Business
- Zillow: The Platform for Homes, Harvard Business School Digital Innovation and Transformation
- Applying Data Science and Analytics at P&G, Harvard Business School



WHY STANFORD'S DIGITAL TRANSFORMATION PROGRAM?

We'll teach you the complete skill set you need to succeed.

Digital transformation involves more than just implementing new technology. Our program spans all aspects of digital transformation (business, science, and engineering) to give you the well-rounded skill set you need to lead and implement a lasting transformation.



THE STRATEGY - STRATEGIC AND OPERATIONAL ASPECTS OF TRANSFORMING A BUSINESS

This includes identifying the need for transformation, setting goals and objectives, developing a roadmap, and implementing and measuring the transformation process. It also involves managing resources, budgets, and timelines to ensure the success of the transformation initiative.



THE TECHNOLOGY - TECHNICAL ASPECTS OF TRANSFORMATION

This involves designing and implementing technical solutions that enable transformation. This may include building a platform, developing new software systems, integrating existing systems, or implementing new hardware solutions. The engineering of transformation requires a deep understanding of technical systems and how they can be used to achieve business goals.



THE PEOPLE - PSYCHOLOGICAL, BEHAVIORAL, AND CULTURAL ASPECTS OF TRANSFORMATION

This encompasses understanding how people react to change, identifying the factors that drive or hinder transformation, and developing strategies to overcome resistance to change. It also focuses on creating a culture of continuous improvement and developing the skills and capabilities of employees to support the transformation process.

We'll help you implement what you've learned.

We understand that executing true transformation isn't easy. In this program, you'll learn techniques to help overcome common challenges to implementation, including:



RESISTANCE TO CHANGE

Many employees are resistant to change, which can make it difficult to implement new technologies or processes. We'll help you develop the skills and confidence to help your team, company, or clients adapt to new ways of working.



LACK OF INNOVATION

Your company might be struggling to innovate and keep up with the latest trends and technologies. We'll help you develop a growth mindset that leads to new ideas and innovations.



DIGITAL INTEGRATION

Digital transformation involves the integration of digital technologies (AI, Data Science) into all areas of a business, which can be complex and challenging. We'll help you develop the skills you need to navigate the digital landscape and implement new technologies.



LEADERSHIP & CULTURE

Leaders may struggle to drive change or create a culture of innovation in established organizations. We'll help you develop the skills you need to lead change and foster a culture of continuous improvement.



We understand that flexibility is key.

We built this program for working professionals. All content is on-demand, and we provide an enrollment option to access your courses for an entire year. We're here to help you grow and succeed, not to add more stress to your life.

Who is this program for?

This program is made for tech team managers and leaders, consultants, and anyone who has been tasked with leading digital transformation initiatives. Our learners are motivated to stay at the forefront of change and lead their teams, companies, or clients through successful transformations.

Over 2,000 people have enrolled in the program from 88 countries

TOP 10

United States	49.5%
Germany	3.5%
Mexico	3.3%
India	2.7%
Canada	2.7%
United Kingdom	2.7%
Brazil	2.6%
Turkey	2.3%
United Arab Emirates	2.0%
Australia	1.9%

TOP INDUSTRIES

Information Technology and Software	19%
Banking and Financial Services	18%
Energy and Utilities	16%
Consumer Goods and Retail	15%
Automotive and Transportation	9%
Telecommunications and Technology	9%
Chemicals and Materials	8%
Aerospace and Defense	6%

LEARNER SPOTLIGHTS



Andrew Pelosi
Marketing Services
[See more](#)

“

I enrolled in the Digital Transformation Program because I saw a growing number of our clients taking ownership of strategic transformations within their organization.

The courses and the content of the program at Stanford lined up well to the real-world challenges that I'm seeing every day.”



Ken Kajikawa
Global Tech Business Development
[See more](#)

“

I really enjoyed the flexibility of being able to go at my own pace. I loved that I was learning from world-class instructors who were very passionate about the subject matter and could bring their own real-world insights into the classroom.”

POSITION

Manager, Sr. Manager	31%
Director	19%
C-Suite, Owner, President	14%
Analyst, Engineer, Designer	12%
Lead, Head	11%
VP	5%
Consultant, Advisor	3%
Other	3%

LEARNER SPOTLIGHTS



Liliana Niunim

Tech Banking

[See more](#)

If you are a product manager, a UX designer, a chief data officer, or a CEO, you have to wake up and digitize and transform. The Digital Transformation Program is a very useful tool to help you to do it.

The ROI, return on investment, is here. It was amazingly powerful for me.”



Christian Woeckel

Pharmaceutical
and Healthcare

Stanford’s digital transformation program provides a holistic and in-depth overview of all facets of digital transformation. Case studies are used to illustrate and practically explain specific areas of application. The program has definitely helped me in driving digital transformation in different organizations.”



Foundations for Digital Transformation

For your organization to grow and evolve in today's tech-centered landscape, you must develop a company culture that promotes risk-taking, collaboration, and speed. In this foundational digital transformation course, you'll learn how to implement processes and digital transformation strategies to build and reinforce these values.

If you're looking to lead digital transformation in your company or department, this course is the perfect place to start. You'll examine the key factors that enable an organization to take advantage of the opportunities that emerging technologies provide and to stay competitive as these technologies evolve.

You'll hear first-hand how digital transformation leaders Dr. Won-Pyo Hong (CEO of Samsung SDS) and Dan Leibfried (Director of Advanced Technologies at John Deere) are taking steps to ensure that their companies are at the forefront of digital transformation.

- Promote innovation in your company or team
- Foster agility in a mature organization
- Achieve successful collaboration across physical and cultural boundaries
- Build a digital culture that sets the stage for transformation within your company

INSTRUCTOR



Pamela Hinds

*Professor, Management Science and Engineering
School of Engineering,
Stanford University*

“

Foundations for Digital Transformation is a fantastic introductory course on digital transformation, with case studies to apply the course learnings and examine successful real-world examples of digital transformations. The course consisted of a nice balance between video and written content, with assessments to ensure you are understanding the material throughout.”



Matt H.

*Account Executive
ServiceNow*

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COURSE OUTLINE

→ Foundations for Digital Transformation

Discover what it means to digitally transform. Hear stories from industry leaders who have led digital transformations in their companies and explore the key characteristics of digital culture.

→ Nimble and Fast

Learn what it means to be nimble and explore key principles for designing nimble organizations. Hear stories from industry leaders who have led digital transformations in their companies.

→ Voracious Learning

Discover why a voracious learning climate is essential for digital transformation and learn strategies for promoting a culture of learning in your organization.

→ Unbounded Collaboration

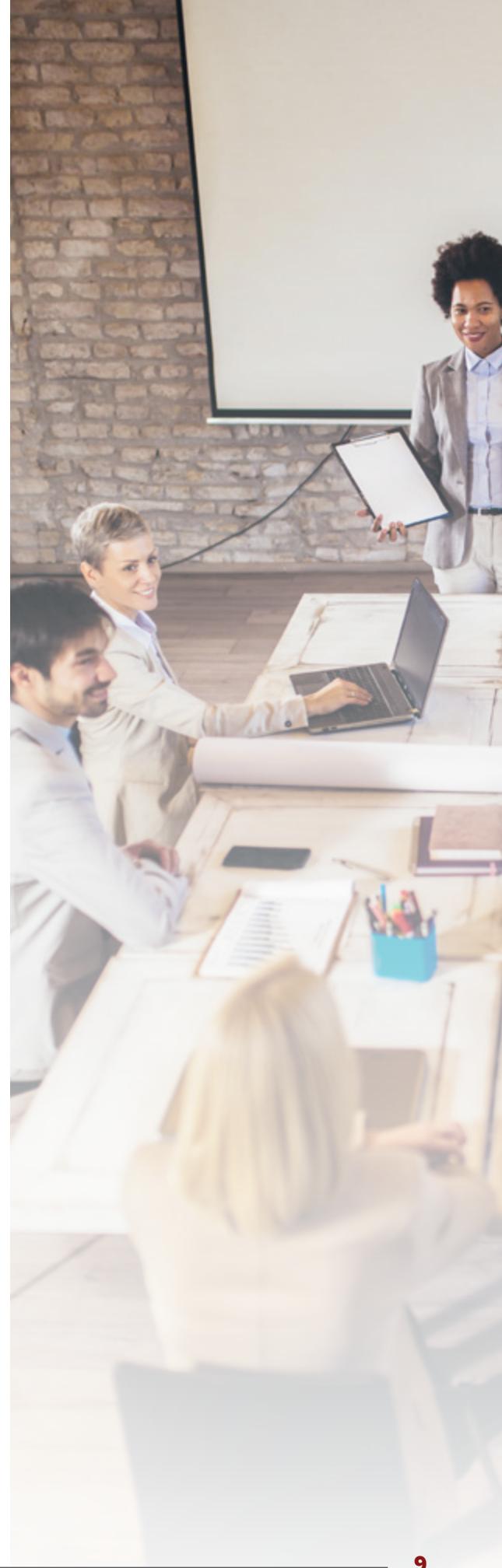
Learn how to move an organization in a new direction by uniting teams across boundaries. Explore ways to drive organizational learning and innovation by broadening perspectives.

→ Appetite for Risk

Learn why risk-taking is so important and explore some key practices and leadership behaviors that can encourage risk-taking in your team or organization.

→ Leading Digital Transformation

Examine key leadership behaviors that can help you establish and maintain a digital culture in your organization.



The Industrialist's Dilemma: How to Adapt to a Changing Landscape

We are moving from an industrial economy to a digital one that blends both physical and digital solutions. Can mature organizations survive in this new economy using the same systems that made them successful, or do those very systems put them at risk?

In this digital transformation course, you'll examine case studies to explore how the world's best startups are taking on the world's biggest companies, and how those large companies are adapting to survive. You'll gain knowledge in digital transformation strategy that will help you prepare for this shifting landscape and ensure that your company isn't overtaken by an emerging startup.

- Identify areas of risk and opportunity in digital transformations
- Manage the transition of mature companies from physical to digital business models
- Identify the reasons why many companies resist change and innovation, and what you can do to overcome that resistance
- Leverage the unique advantages available to mature organizations (systems, capital, resources, experience, and connections) to stay ahead of the competition

COURSE OUTLINE

→ Interdependence and Modularity

Begin with an introduction to the industrialist's dilemma. Explore the roles of interdependence and modularity in an ever-changing digital world.

INSTRUCTOR



Robert Siegel

Lecturer, Management
Stanford Graduate School
of Business

“

I found the course very relevant to the Utilities Industry as we are in the middle of transformational change in accomplishing California State's goal of carbon neutrality by 2045. The various case studies from different industries help understand how different companies adapted to the changes and the valuable lessons learned from each of their experiences.”

Prince J.

Senior Manager
IT Solution Planning & Delivery

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→ **Ecosystems**

New, digital-enabled business models mean that many companies will have to leave legacy ecosystems behind. Discover how establishing a new ecosystem with new partners can create opportunities for success.

→ **Cross-Boundary Disruption**

Examine cross-boundary disruptors and what to consider when launching a digital platform. Analyze the impacts of software, network effects, and multi-sided transactions on an organization and how to harness the disruption to your advantage.

→ **Increasing Returns-to-Scale**

Examine the idea of increasing returns to scale as opposed to diminishing returns to scale. Learn strategies for combining the digital and physical worlds and see how real companies have leveraged this new world to compete in a new way.

→ **Changing Business Models**

Analyze examples of how companies have pivoted their business models to meet evolving customer needs. Learn how to be an organizational leader through business model transformation.

→ **Absorptive Capacity**

Learn how to be an innovative leader by prioritizing absorptive capacity during times of incredible change and disruption.





Systems Leadership: Managing Uncertainty in the Digital Age

With constant shifts in the marketplace, technology advances, and customer expectations, leaders of digital transformation need the skills to manage quick and efficient pivots across systems, teams, and processes. They need to ignite and mobilize systems-level change. In this course, you'll learn how to lead digital transformation by mastering the skills of systems leadership. You'll discover strategies for uniting decentralized networks and diverse teams, driving change, and leading through uncertainty by recognizing patterns and taking action.

- Apply systems leadership techniques to solve challenges faced by your company
- Combine physical and digital elements into systems that are optimized for customer success
- Drive change and innovation through uncertainty in the digital age to create new, adaptive business models

INSTRUCTOR



Robert Siegel

Lecturer, Management
Stanford Graduate School
of Business



The course, gave me the proper insight to redefine the way I see organizations, resources and people and its interactions to face the industrial challenges.”



Maria F.

Downstream Technology
Manager

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COURSE OUTLINE

→ Systems Thinking

Explore systems leadership and the importance of driving change and leading through uncertainty. Analyze businesses that combine digital and physical products to create new customer solutions.

→ Sustaining a Business

Examine a long-standing global company to learn how to sustain your business by developing a business model with defendable attributes, creating feedback loops, and recognizing bias.

→ **Organizing an Ecosystem**

Explore the relationship between organizational alignment and innovative digital leadership. Learn how a successful company organizes its ecosystem by leveraging data and inspiring change.

→ **The Future of Work and Preparing the Organization**

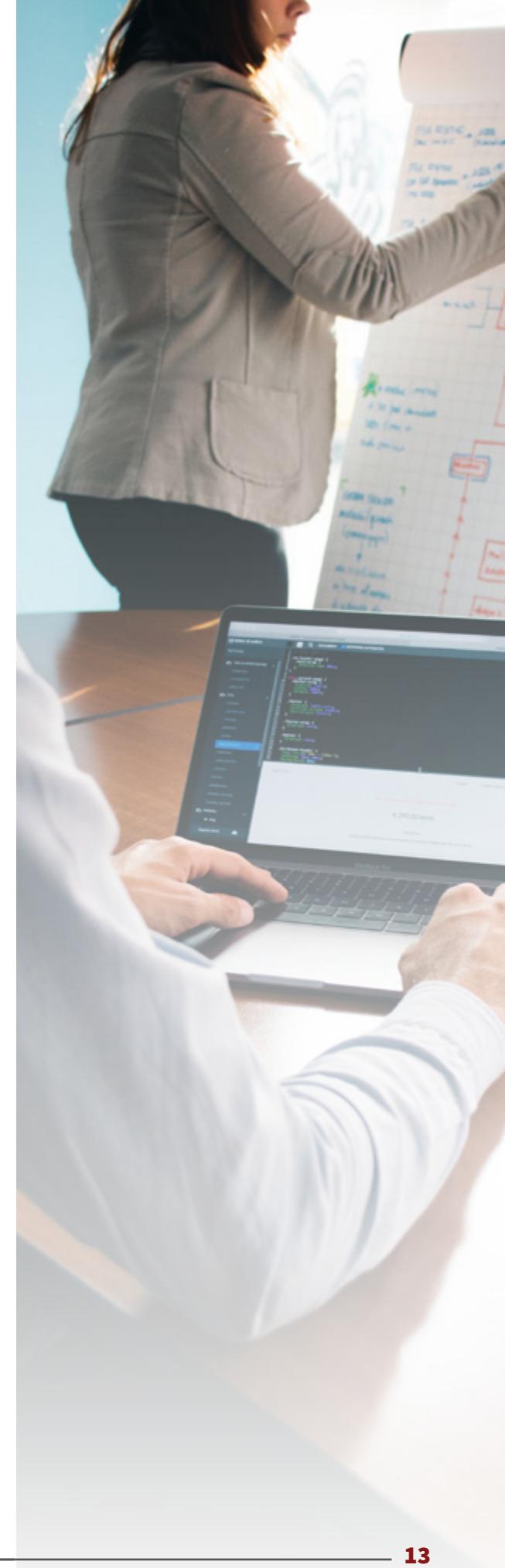
Learn about the duality of systems leadership in digital transformation and its connection to the future of work.

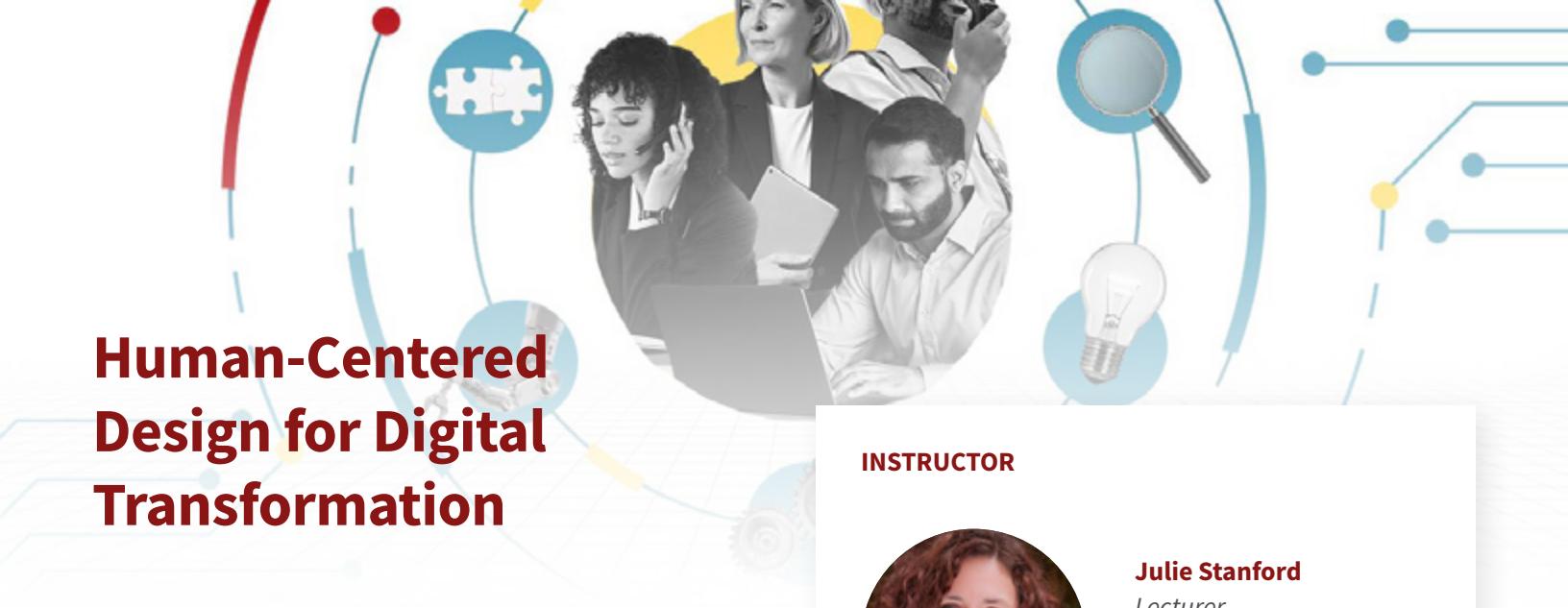
→ **Operating at Intersections and Managing Context**

Learn how to successfully manage and operate cross-functionally by fostering diversity, seeing connections, and controlling the details.

→ **Technical Stack and Leading through Uncertainty**

Examine how a leader can navigate through times of crises, business cycles, and market uncertainty successfully.





Human-Centered Design for Digital Transformation

Only 30% of large-scale digital transformations succeed (McKinsey & Company).

How do you ensure that yours is one of them? By creating solutions that support the way people actually do their work.

This is known as human-centered design, a problem-solving approach that places the human experience at the core of digital transformation. In this course, you will learn how to use human-centered design to move beyond reactionary “quick fixes” to successfully build and lead impactful digital transformations. Through engaging case studies and project-based exercises, you’ll practice techniques for moderating interviews, analyzing data, and running rapid experiments.

- Identify and address red flags that could lead to a failed project
- Moderate needfinding interviews and extract meaningful insights
- Synthesize research data using the Grounded Theory process
- Plan and run rapid experiments to test your ideas
- Gain stakeholder buy-in by crafting a compelling project narrative

COURSE OUTLINE

→ A Human-Centered Approach to Transformation

Explore the benefits of a human-centered approach to digital transformation and why some transformations lack meaningful impact.

INSTRUCTOR



Julie Stanford

Lecturer,
Computer Science
School of Engineering,
Stanford University



Completing the course was an absolute delight! The content was engaging, the quality exceptional, and the practical applications have truly elevated my skills in human-centered design for digital transformation. This course not only educates but also inspires – a must for anyone passionate about digital transformation.



Kanagat B.

Information Digital
Technologies Manager, Shell

ENROLL NOW

→ **Needfinding**

Learn five interviewing techniques for successful needfinding. Witness skillful moderation techniques firsthand as Julie extracts meaningful user insights.

→ **Synthesis and Problem Identification**

Identify the goals and techniques of synthesis. Learn the four steps of the Grounded Theory Process: Data Collection, Coding, Concept Grouping, and Categorization.

→ **Framing the Problem**

How do you turn insights into new ideas? Apply a tool for framing the problem: the How Might We question. Learn strategies for crafting a strong HMW question and avoiding common pitfalls.

→ **Introduction to Rapid Experimentation**

Explore rapid experimentation: A technique that empowers organizations to swiftly iterate and uncover innovative solutions. See several examples of successful rapid experiments.

→ **The Rapid Experimentation Process**

Dive deeply into the rapid experimentation process step-by-step and compare prototyping tools and techniques.

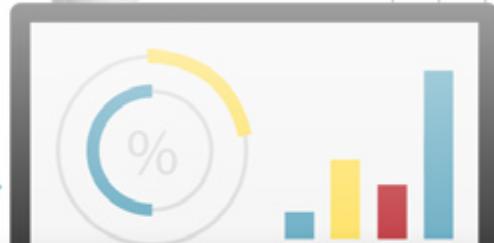
→ **Analyzing Data and Sharing Results**

Identify best practices for sharing persuasive results and creating a compelling shareout. Jonathan Alloy lends his perspective to launching a transformation.

→ **Integrating Research Into Your Work**

Learn tips and tricks for getting buy-in, effectively managing researchers, and supporting research in hybrid work environments.





Change Management: Reskilling in the Age of Analytics and AI

Advancements in artificial intelligence (AI) and data analytics have the power to radically transform the way our businesses operate. But there's a catch: new technology is only as good as the people using it and the processes in place to harness it.

In this digital transformation course, you will learn how to reskill, restructure, and reimagine the work of your team(s) to capitalize on the opportunities presented by new technology. You'll apply three lenses of organizational change management—strategic design, power and politics, and culture—to navigate the restructuring of data, analytics, and artificial intelligence initiatives. Through exclusive interviews with digital transformation leaders, you will gain firsthand insights into how leading companies are navigating change and optimizing their teams for the future of work.

- Lead change management at the heart of digital transformation
- Overcome barriers to achieving organizational change and employee reskilling
- Evaluate the tradeoffs in structuring analytics and data science functions
- Navigate organizational design challenges and opportunities presented by the integration of AI

INSTRUCTOR



Arvind Karunakaran

Assistant Professor,
Management Science
and Engineering
School of Engineering,
Stanford University

COURSE OUTLINE

→ Foundations of Organizational Change

Learn frameworks and practical toolkits needed for effectively reimagining your role, team, and organization to adapt to the future of work. You'll be introduced to three lenses for examining organizational change and individual reskilling: strategic design, power & politics, and culture.

→ Data and Analytics

Explore organizational change through the lenses of data, data science, and analytics. Apply this three-lens framework to data and analytics initiatives within organizations. Explore and analyze how data science and analytics could be leveraged in a manner that could lead to accelerated reskilling and more effective change processes.

→ Artificial Intelligence

Advances in AI are in the news every day, and the potential implications for work are profound. How do leaders, managers, and individual employees reskill themselves and reimagine their role with the advent of Generative AI? Focus on the conflict that AI could potentially create, the organizational structures of AI, and the end-users of AI.

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Turn Data into Insights with Predictive Modeling

Imagine what you would do differently if you knew how your customers made buying decisions. How would this inform your planning, production, and website design? Using the principles of data science, you can extract knowledge and insights that will allow you to streamline your company's operations and give your customers an enhanced, personalized experience.

In this data analytics course, you'll learn when and how to use predictive data models to maximize impact in your organization. You'll learn ways to fuel digital transformation by building a structured process for summarizing data, analyzing results, and making predictions.

- Use data to influence the way you do business
- Apply different methods of data collection and analysis
- Harness predictive analytics to create a data-driven organization

INSTRUCTOR



Ramesh Johari

*Professor, Management Science and Engineering
School of Engineering,
Stanford University*



I truly enjoyed how simply the theory around predictive modeling was brought up in Turn data into insights with predictive modeling. The teacher keeps a pragmatic and straight-to-the-point approach, simplifying theories that would take otherwise much longer to understand."

Erica P.

Project Management Freelancer

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COURSE OUTLINE

→ An Overview of the Data Revolution

Analyze the four stages of a growing data organization: data engineering and infrastructure, data summarization, data-driven predictions, and data-driven decisions.

→ An Introduction to Prediction

Learn how to use data from the past to predict the future using relevant business examples.

→ An Introduction to Binary Classification

Learn how to use binary classification to predict a binary outcome. Focusing on the classification problem and measuring prediction error, you will learn how organizations use binary classification to leverage prediction.

Build a Product Platform Strategy to Accelerate Growth

With more data available, greater customer connectivity, and ever-advancing artificial intelligence (AI) capabilities, product platforms have become an increasingly effective strategy for fostering customer engagement and generating revenue. In this digital transformation course, you'll learn strategies for designing, monetizing, and launching a product platform. You'll see how companies including LinkedIn, Nintendo, and Fitbit have adapted to digital transformation and successfully utilized their product platform to create value and realize revenue.

- Create a new product platform or enhance an existing one
- Organize your product platform to retain users and sustain growth
- Evaluate when to enter the platform market and how to out-compete in your industry
- Differentiate your product platform in the marketplace to ensure success



INSTRUCTOR



Kathleen Eisenhardt

*Professor, Management Science and Engineering
School of Engineering,
Stanford University*



Provides very valuable insights that will help reinforce the concepts, providing a broad perspective on how to approach Product vs Platform. Overall I highly recommend this course to anyone who is looking to develop a product platform strategy. The course is well designed, informative and engaging.”



Muhammad Umer

Program Manager

ENROLL NOW

COURSE OUTLINE

→ Platforms v. Products in a Digital World

Get started with an overview of platforms, including platform history and the key takeaways. Explore the connection between platforms and digital transformation through the use of big data.

→ **Product Platform Playbooks**

Take a deep dive into when and how to create a product platform.

Discover the added value and advantages of a product platform.

→ **Organizing Product Platforms**

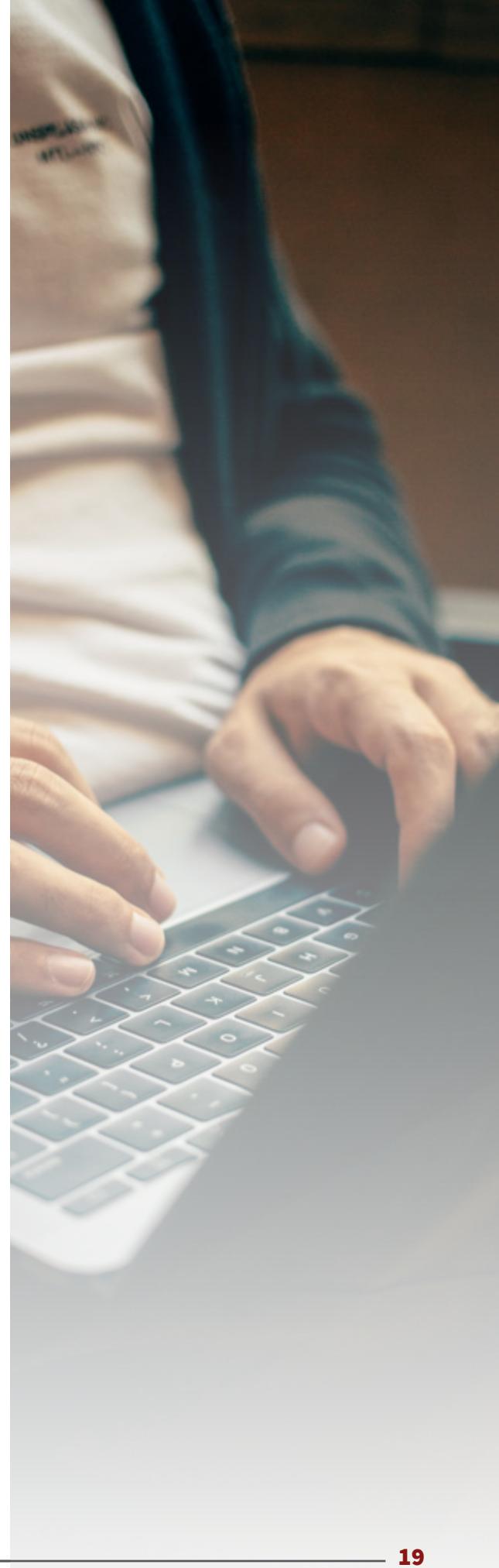
Analyze the product platforms of two major companies: FitBit and Intuit. Examine why these two companies face similar challenges, even though they have different strategic priorities and motivations.

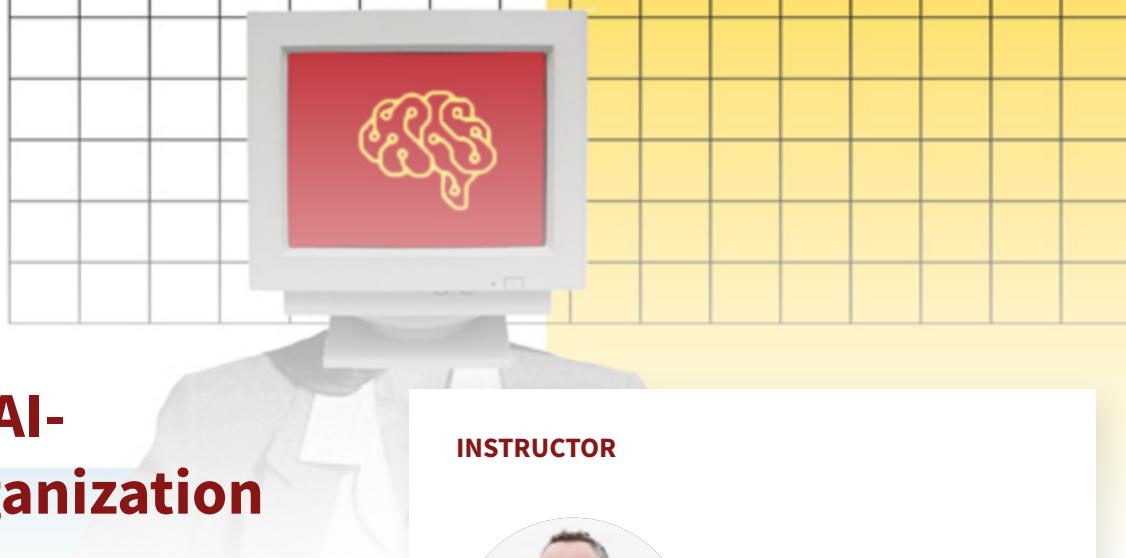
→ **Competition with Product Platforms**

Platforms can become competitive threats to non-platform incumbents. Examine the choices that incumbents have while facing platform competition and the most likely outcomes.

→ **Strategies and Longevity**

Analyze companies that have demonstrated effective strategies and longevity in the world of platforms. Learn how to build a platform that lasts.





Building an AI-Enabled Organization

In this digital transformation course, you'll explore the world of artificial intelligence (AI) from an organizational viewpoint and discover how AI drives the evolution of digital transformation. You'll see how leading professionals are utilizing AI in their companies to create superior customer experiences and increase operational efficiency. Through real-world examples, you'll learn proven tips and tools to build an AI business strategy, optimized for your company's size, industry, and data management capabilities.

- Leverage data to drive value in your organization
- Identify, prioritize, and frame AI technologies around your organizational needs
- Assess key factors involved in a successful AI implementation
- Utilize the building blocks of AI to solve problems within your company and better connect with your customers

INSTRUCTOR



Pedram Mokrian

Instructor

Stanford Center for
Professional Development



The course provides practical knowledge for professionals of any industry that desire to be data-driven decision makers. As an engineer working on AVs, the coursework sparked a number of ideas that I am excited to pursue during my current and future roles!"



Mitch H

*Performance Engineer -
Autonomous Vehicles
General Motors*

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COURSE OUTLINE

→ The Evolution of Artificial Intelligence

Get an introduction to artificial intelligence and its history. Hear from industry professionals about how artificial intelligence has led the way for digital transformation within their organizations.

→ Data and the Drivers of Value

Learn tips from industry leaders on how to become a data-driven company and move from desire to action with data.

→ **Understanding Artificial Intelligence**

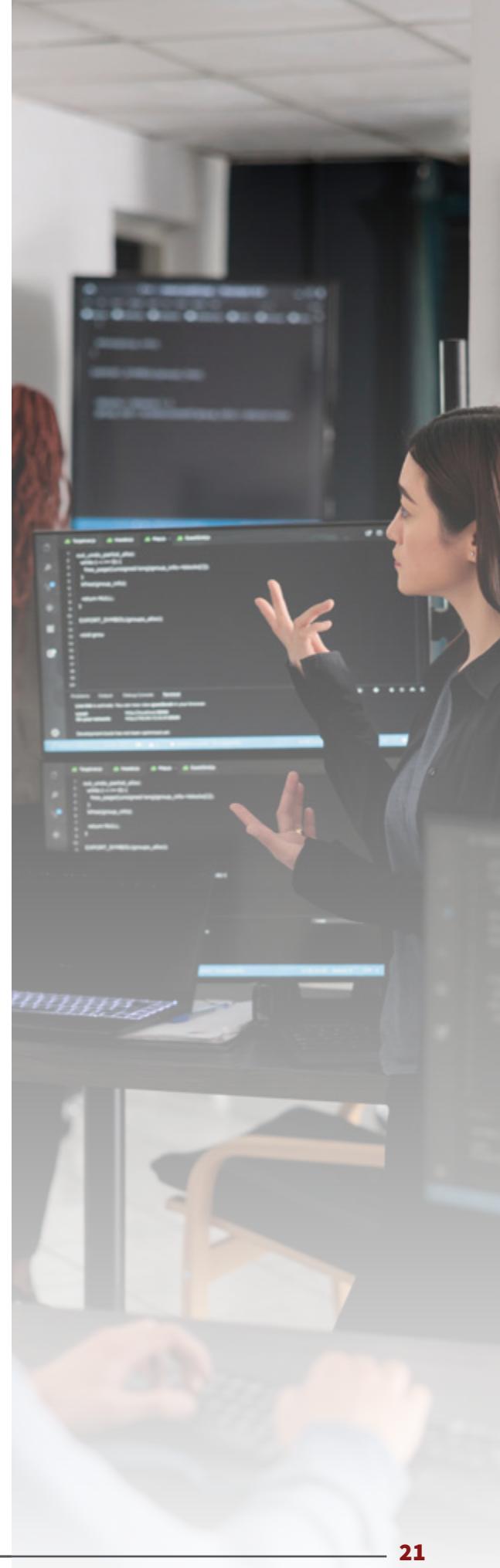
Explore the various definitions of artificial intelligence (AI), the types of AI, and the benefits and limitations of AI. Learn about the foundational building blocks of AI and its strong connection to machine learning.

→ **The AI Organization**

Examine the phases of an AI execution strategy: the organizational vision and the data strategy. Learn the meaning of an AI-driven organization and how to align that with your organizational goals. Explore data strategy and the importance of building an effective data architecture.

→ **Putting Your AI Strategies into Practice**

Industry professionals explain how to best integrate AI into a startup, and how that strategy differs in established organizations. Learn how to mold your own strategy and how to execute it effectively. Explore the exciting future of artificial intelligence.





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