



Executive Execution Series

Digital Transformation Programs

Organizations and their leaders are “attacked” by an ever increasing digital waves. Consider the following technologies: Social Networks, Mobile Applications, Business Analytics and Big Data, Cloud Computing, Artificial Intelligence and Machine Learning, Wearable Computing, Cognitive Computing, Advanced Robotics, Internet of Things, Virtual and Augmented Reality, 3D Printing and more.

All these technologies and many others have totally changed the way we live and the way organizations do business. Today, managers in all organizations have to deal with the new challenges of digital technologies. These technologies have led to the appearance of new business models such as sharing economy, crowdfunding, e-commerce, products sold as services and more. At the 2016 Davos Economic Forum, these changes were even referred to as the fourth industrial revolution, a revolution that is changing the rules of the game, disrupting business sectors and blurring the borders between them. It is a phenomenon that can be described as digital transformation.

This digital transformation is a source of both opportunities and risks and contending with it therefore obliges the organization to adopt a culture of business flexibility, constant awareness to changes in the business environment, and the ability to make informed decisions based on an the understanding of the value embodied in data. Importantly, it also requires advancing and encouraging innovation and a willingness to take risks. This is a profound business and organizational change for the organization to implement and it is an essential condition for the manager operating in today’s dynamic, global and digital environment.

Who Should Attend?

Managers and professionals in all areas who are responsible for or interested in leading strategy, innovation, and organizational change in their companies CEOs, senior managers, and directors from the private and public sectors and governmental agencies, chief digital officers (CDOs), Chief Information Officers (CIO’s), Chief Technology Officers (CTOs), business and technology consultants, and business leaders in all areas interested in carrying out digital change in the organization.

Professor Yesha Y. Sivan



Prof. Yesha Sivan is the Executive Director of The Coller Institute of Venture at Tel Aviv University Coller School of management. He is also a visiting professor of innovation and venture at the Chinese University of Hong Kong

Business School. He is also the founder of Metaverse Labs (MVL) - a leading think tank focusing on innovation via virtual and real worlds. Sivan’s professional experience includes developing and deploying innovative solutions for corporate, hi-tech, government, and defense environments (see, for example, the Harvard 9-Keys for Knowledge Infrastructure). He published numerous papers in the areas of strategy and IT, innovation and venture, knowledge, 3D3C virtual worlds, and standards. Sivan received his doctorate from Harvard University. He has taught EMBA, MBA, engineering and design courses in his areas of expertise.

Visit our website to know more about Digital Transformation Programs



<http://exed.bschool.cuhk.edu.hk/en-us/programs/digitaltransformationprograms>



Are you driving your digital transformation? Or is it driving you? (2 hrs Intro Seminar)

Core technologies like GPS, internet, and cloud augmented by AI, machine learning, and IOT seems to excel the impact of technology on society. "Bitcoin-mania", "fake-news", "taxing robots", and "basic income discussion" are some of the symptoms.

What will you do? how can we prepare our selves to master these digital changes and not become slaves to them.

Program Date: 22 January 2018 (Mon), 6:30 p.m. - 8:30 p.m

Medium of Instruction: English

Venue: CUHK Business School Town Centre, Unit B, 1/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong

Program Fee: HK\$300 ; Early Bird (by 5 January 2018): HK\$270

Session Topics

Prof Sivan will share his experience when it comes to taming the digital beast:

- individually - how to master Wechat, facebook -- without being addicted
- organizationally - how to follow on business models that make sense for our maturity level
- and nationally - about building networks of innovation

APPLY for 2-hrs Seminar NOW



Leaderless Digital Transformation – How to snap out of it? (1-day Bootcamp)

- Key nature of the digital force.
- Unique business models that use modern digital technologies.
- The challenges that affect organizations in implementation.
- Personal tips and tricks to allow us to become digital leaders.

Program Date: 23 January 2018 (Tue), 9:00 a.m. - 5:00 p.m

Medium of Instruction: English

Venue: CUHK Business School Town Centre, Unit B, 1/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong

Program Fee: HK\$7,800 ; Early Bird (by 5 January 2018): HK\$7,100

Remarks: CUHK/CUSCS/APIB Alumni can enjoy a 15% discount on the program fee. For group special rate, please contact our education professionals at (852) 3943-8774 or apib@cuhk.edu.hk for details.

Session Topics

- The context – why is innovation so critical to the survival of organizations; the main forces of the 21st century (fast, messy, global), the unique role of digital.
- Six Platforms of Innovation – Process innovation platforms, Generative innovation platforms, Analytic innovation platforms, Ready-made innovation platforms and Building innovation platforms.
- Presentation of the two-way relationship between the digital technologies and the classical business strategy models, e.g.: Porter's five forces, Value chain and generic strategies and the Blue Ocean model.
- Reflection – the effect on our personal and organizational lives.

Takeaways

- Understand the major digital forces
- Master the key to building innovative platforms
- Learn to become a digital leader

APPLY for 1-day bootcamp NOW



Business Digital Transformation – Process and Corporate Mission (3-days Intensive Workshop)

The 3-day program will prepare participants for the digital transformation of the organization, while endowing them with the knowledge to examine the array of technologies and the means to equip the organization for the digital era. It will also provide them with effective tools to implement the digital transformation of their organization and to improve business performance. Meanwhile, it will connect theory, practice, and reflection to equip participants with needed skills to on-going deal with changes that stem from technology.

Program Dates: 13-15 March 2018 (Tue-Thu), 9:00 a.m. - 5:00 p.m

Application Deadline: 20 February 2018

Medium of Instruction: English

Venue: CUHK Business School Town Centre, Unit B, 1/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong

Program Fee: HK\$23,500; Early Bird (by 6 February 2018): HK\$21,500

Remarks: CUHK/CUSCS/APIB Alumni can enjoy a 15% discount on the program fee. For group special rate, please contact our education professionals at (852) 3943-8774 or apib@cuhk.edu.hk for details

Session Topics

- Defining digital transformation- the inevitable journey that every organization has to make to adapt itself to the new era
- The digital vortex model - a tool for measuring the distance of the organization from the eye of the digital storm
- Common types of digital transformation – from atoms to bits, from location to space, from product to service, from a physical product to an upgraded digital product
- The nine areas of influence model of digital transformation - a model and checklist that enables every organization to examine its preparedness for the digital era
- The business model canvas - a tool to analyze the current business model and to shape new and innovative digital business models
- The N=1, R=G innovation model for the digital era that enables the organization to focus on how the digital technologies support creating innovative value for the customer
- The digital maturity of the organization - an important diagnostic tool for understanding the maturity stage of the organization in terms of its digital state
- Presentation of a methodology for implementing digital transformation based on the PIE generic model that defines the main milestones the organization has to go through on its digital journey
- Presentation of the two-way relationship between the digital technologies and the classical business strategy models, e.g: Porter's five forces, Value chain and generic strategies and the Blue Ocean model.

Takeaways

- Understand the importance of digital transformation to every organization
- Learn the tools and models necessary to the managing of digital transformation for an organization
- Consolidate learnings with classical business models for applications

APPLY for 3-days Workshop NOW



The Asia-Pacific Institute of Business,
The Chinese University of Hong Kong
8/F, Cheng Yu Tung Building, No.12, Chak Cheung Street,
Shatin, N.T., Hong Kong.
(852) 3943 8774
apib@cuhk.edu.hk
<http://exed.bs.school.cuhk.edu.hk>