

Grow your career.
Level up for the future.

Leading Digital Transformation

Innovative tools for future-forward leaders.



Schulich
School of Business
Executive Education

YORK U



Leading Digital Transformation

Technology has always driven change. Organizations are incentivized to experiment with and adopt new tools in order to become more competitive. However, recent years have seen technology advancements accelerate to a pace that seems unsustainable to keep up with. New and emerging digital technologies seem to transform industries overnight and the modern competitive landscape is rife with competition and disruption from both traditional and entirely new players.

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8 two-hour sessions over 8 weeks



Book this program [online](#)



Leading Digital Transformation

This program aims to give learners a comprehensive overview of digital transformation that will allow them to harness the power of digital technologies, as well as learn a framework for considering new and emerging technologies as potential disruptive tools. By studying methods for opportunity identification, competitive forces, workforce implications, strategic frameworks, and of course, understanding emerging technologies, learners will gain the knowledge and confidence to develop strategies around digital transformation and lead technology-driven change.

Through a combination of lectures, case studies, group discussions, and applied activities, learners will gain a holistic perspective on how to approach digital transformation and enact strategies for change within their organization. In addition, each participant will select a real-world challenge from their work to practice the skills learned through the course and leave them with a detailed digital strategy to bring back to their organization.



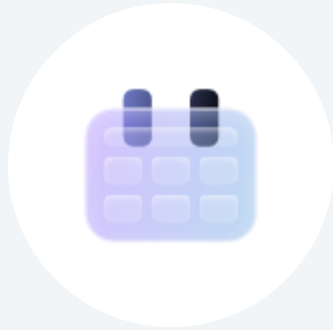
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Program **Highlight**



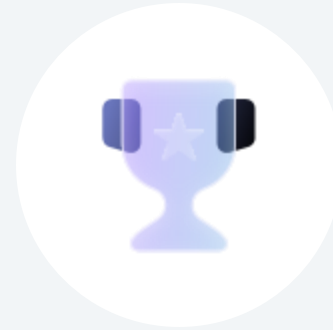
8 Two-Hour Sessions Over 8 Weeks

Rich learnings in a manageable timeframe.



Learn from the Pros

Train with top-rated Schulich ExecEd instructors that are consistently ranked among the world's best.



Stand Out from the Crowd

Stay competitive with specialized skills and techniques in cutting-edge business technologies and become a disruptive leader for your organization.



Foundational Badge

Signifies that you've gained information and insight into new skills.



Program Faculty



Shane Saunderson

PhD, MBA, B.Eng.

Dr. Shane Saunderson is an expert in the design and psychology of interactions with social machines. Shane also lectures on digital transformation, emerging technologies, design thinking, and product management with Schulich ExecEd at York University.

He has spent over a decade working with Fortune 500 clients on digital strategy, disruptive innovation, and technology projects. Shane has helped found several startups, has chaired numerous industry boards, is a prolific technology writer, and frequently gives talks on robotics, AI, design thinking, and the future of technology in society.

He is a former Vanier scholar who holds a Ph.D. in Robotics with a specialization in psychology from the University of Toronto, an MBA in Technology and Innovation from the Ted Rogers School of Management, and a B. Eng. from McGill University.

Program Content



Module 1 Digital Transformation and the Tools of Disruption

To begin, this module reviews theories of disruptive innovation to understand how digital transformation and emerging technologies change industries. A brief overview of key disruptive technologies will fuel discussion around which tools may be most appropriate to leverage for digital projects.

- Understand how disruptive innovation (Christiansen) occurs through the application of new tools to either low-end offerings or new markets.
- Overview of key digital technologies and concepts such as AI, IoT, robotics, blockchain, 3D printing, AR/VR, cybersecurity, and more.
- Analyse the economic implications of disruption (Agrawal et al.) to identify the value around digital tools through their inputs, outputs, and compliments.
- Review historical and modern cases of digital transformation projects to learn from others' successes and failures

Module 2 Opportunities and Threats in a Digital World

The second module of this course will help learners identify new opportunities in or around their business that are ripe for disruption. In addition, we will discuss modern competitive forces in the digital era and how to engage with different players around you in order to craft the most appropriate digital strategy for your organization.

- Source new opportunities for digital transformation projects through inspiration from customers, internal operations, competitors, and new tech
- Identify different sources of competition through the digital matrix (Venkatraman) and how to consider each within your strategy
- Explore key considerations of different sectors (finance, health, comms, manufacturing, government, etc.) and how these affect digital projects

Program Content



Module 3 Assembling and Implementing a Digital Strategy

Day 3 will bring together learnings from the first two days to highlight key steps to developing a robust and implementable digital strategy. We will discuss how modern digital strategies differ from traditional strategic planning and the criticality of outside collaboration. Working through a detailed framework different planning considerations, we will also identify a roadmap of efforts from the many considerations for building an implementable plan.

- Understand the complexity of building a digital “strategy of strategies”
- Work through a detailed framework for identifying strategic goals, metrics, technology requirements and stakeholder considerations (Babin, Saunderson)
- Build a comprehensive strategic roadmap with key milestones to form the beginnings of an implementable plan for digital transformation

Module 4 Managing an Organization through Digital Change

This final group module will step back to consider the human implications of digital transformation. Looking first at your workforce, we will discuss many of the ways that technology projects fail by looking at historical examples. More broadly, we will also investigate the ethical complications of implementing new technology projects and identify how to approach such disruptive projects responsibly.

- Review of organizational implications for disruptive innovation through the lens of historical examples to highlight key pitfalls
- Work through an 8-step change management framework (Kotter) for ensuring transformation projects respect an organization and execute successfully
- Discuss societal and ethical implications of digital transformation projects and how to ensure that your disruption respects the humanity of key stakeholders

Program Content



Project: Coaching Your Digital Strategy

Following the fourth module, each participant will be expected to integrate the course learnings back into their workplace and develop a high-level strategy and implementation plan around a potentially transformative project within their organization. After completing a draft, they will meet with the course instructor for a mock presentation and coaching session, with the intent of preparing them to take their project plan back to propose to their own organization.

- Integrate course learnings to assemble a digital strategy and plan that includes opportunity, competitive, technology, stakeholder, and risk factors
- Prepare this strategy into a concise presentation and meet with the course instructor to practice pitching the project and receive coaching
- Refine your proposal and leverage it within your own organization to encourage action on a new transformative project

Who Will Benefit



Senior Leaders

Executives, directors and senior leaders looking to harness emerging technologies and disrupt their industry in roles such as program management, project management or people management will gain the digital fluency and technology adoption strategies to bring their organizations into the future.

Completion Benefits

After completing Leading Digital Transformation, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



Foundational Badge

Signifies that you've gained information and insight into new skills.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the Country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We Provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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