Digital Transformation Strategies for Business Growth & Enhanced Performance

Overview
Higher throughputs, Speed, Data-driven insights, Efficiency, Performance, and Scalability are some of the key concerns in business stagnancy.   Seamless integration, Data Gathering and Opportunity Analysis is required to accelerate growth. Implementing Research & Development, Intelligence & Data Analytics, Pattern Analysis, Trends and Decision-making are some of the benefits of implementing a digital transformation strategy. If you want your business to be repositioned for growth and enhanced performance, this course is for you.

Learning Outcome
At the end of this course, participants would:

- Learn how to optimize the Digital Realm
- Understand the collision between traditional and digital business models and how to reinvent the business for future success.
- Acquire skills to identify digital threats and new digital technologies that will impact an organization
- Discover new ways of competing or collaborating with other companies to create value.
- Acquire new leadership competencies to support digital change in an organization
- Identify new products and markets that can be gained through digital technologies and insights

Course Outline

Understanding the Value of Digitization
- Reframing the company's view of itself and the perception of the business (Innovation)
- Restructuring the internal configuration of the organization to enhance performance
- Revitalizing the organization along its value-chain.
- Re-alignment with marketplace opportunities
- Renewal of people-based issues – Closing Human Capital Gaps, Upskilling & Hiring.

The Hard Questions to Answer?
- What are we trying to achieve through digital transformation?
- How can we empower people, overhaul processes, and change technologies to drive growth?
- What opportunities exist to eliminate redundancies, replicate successes, and remove obstacles that impair innovation and speed?

Five Levels of IT-Enabled Transformation
1. Localized Exploitation (Basic) – Network, ERP, CRM, Smart Communication etc.
2. Internal Integration (Basic) – Alignment, and Collaboration for Better Productivity
3. Business Process Re-Engineering (Intermediate) – Effectiveness & Efficiency
4. Business Network Redesign (Intermediate) - Digital Assets, Platforms , Communities
5. Business Scope redefinition (Advanced) – Enhancing Profitability through Data Analytics

Next Steps on the Digitization Journey (Course & Class Work)
Selecting: the right team, technology partners, strategy, technology and KPIs

Target Audience
- CEO's
- Business Strategist
- Client Relationship Managers
- Human Resource Business

Venue:

The Crowne Plaza Hotel, (Opposite the Reliant Stadium, Houston Texas)

Date:

May 02, 2020

Time: 8:00 am

Course Fee:

$750 per participants for PETAN member companies

$1,000 per participants for Non PETAN member companies

(Fee includes: Course Material, Tea Breaks,
Lunch and Certificate)

Registration ends by March 31, 2020.

For information on registration and participation contact:

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