

LEADERSHIP DEVELOPMENT

Digital Leadership & Transformation Program



MANAGEMENT SCHOOL ST.GALLEN ■
CORPORATE PROGRAMS

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Digital Leadership & Transformation Program

More agile, more connected, more authentic: how to synchronize managerial skills with the transformation in values, people and roles brought about by the digital era.

The digital revolution transforms markets, performance, processes – and the competence profile of managers. St.Gallen’s Digital Leadership Program connects and delivers those leadership qualities proven to underlie a goal-oriented, consistently reliable navigation system. This program is a refreshing contrast to many others on offer which reduce the word “digital” to mean short-lived, technical expertise. The Digital Leadership Program’s effectiveness is based on three cornerstones:

- Firstly, a future-oriented conception of the company as a connected and purposeful system.
- secondly, a positive interpretation of management which is based on values and strengths, rather than instruction and control.
- Thirdly, methods and tools which smooth the way for genuine change, agility and disruptive innovation, and with which expertise gained from all modules can be transferred directly into practice.

Duration
Recommended duration: 7 days

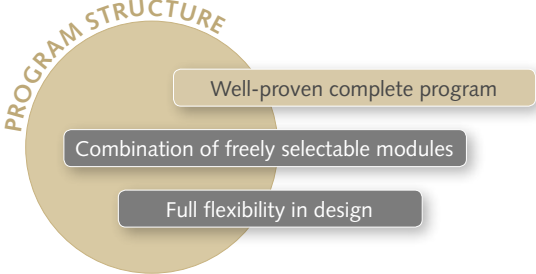
Modules
The program is designed to be as compact as possible (4 modules over 1 to 2 days) and delivers the tools and competencies which are essential to business success in our digital age. The duration and order of modules, as well as thematic focus, can be customized to the requirements of your company on request.

Target group
Experienced and aspiring managers who have recognized that the digital revolution requires an evolution in approaches to management.

Languages
German, English, French, Italian. Other languages on request.

Special features of the approach and sustainability assurance
The program will enable you to take a threefold leap into the digital era. A contemporary, didactic combination of face-to-face modules and stimuli from inspiring businesses and innovators will bring the program content to life and support its practical application. Experimentation, implementation, learning and self-reflection are key features of this approach. You will have the chance to visit start-ups: the selection will be made in consultation with you and will be industry-specific. Equally, you will be able to choose training locations with a creative learning environment.

St.Gallen certification
There is the option of passing an exam at the end of the program and certifying as a **St.Gallen Digital Leadership Expert**.



MODULE 1

Digital Business Transformation

Challenging the present in a radical way in order to transform it into a viable future: these days, if you are responsible for a business, you also need to help design transformation processes. More than ever before, the real skill of leadership lies in the ability to transform businesses – against all odds. The first module presents and teaches participants the necessary techniques and tools to do this.

Transformation Manager
Foresight, intuition and personal example as key factors for transformation. Understanding energies and obstacles in the transformation process.

Complexity and dynamics
How social organizations function in the post-industrial age. Anticipating relevant trends and reducing risk during transformation.

The right “change combination”
Which transformation philosophy and concept work best for us? Identifying the perfect combination by analyzing different approaches.

Design Thinking
Using Design Thinking as a disruptive brainstorming technique which radically challenges the existing business.

Practical workshop – Business Transformation Canvas

You will be presented with the necessary tools to learn how to devise new, innovative business models, complete with clear goals, adjustment levers and milestones, and also creative tools that allow you to demonstrate both strategy and implementation effectively.

Leading the way into the future
Plan the transformation steps for your business with the aid of the integrated master plan.

Duration
2 days

MODULE 2

Digital Leadership

The second module shows you how to boost your digital success story with tangible emotions, values and strengths. Paradoxical though it may sound, it is precisely the VUCA world that needs to base its approaches to leadership and collaboration on robust “soft skills”. As a leader, you need to know how to play an active role in designing these skills and setting modern-day priorities.

The digital leadership approach
Positive psychology as a success model for leadership. Using emotions as a stimulus for digitalisation.

Leadership competencies in times of transformation
Fail Fast & resilience, delegation, individual responsibility, appetite for change, ambiguity tolerance, spirit of innovation.

Value management as an alternative model to VUCA?
Values and sustainable business management.

Managing strengths
Identifying, defining and enhancing skills and talents. Focusing on your own strengths.

Ambidexterity as a leadership concept in digitalisation?
Management vs. leadership: definition and application in day-to-day management. Integrating different cultures, tasks and roles.

Practical workshop – New Work
A look at the world of work in the future: which new work flows and perceptions of roles will be relevant to us?

Duration
2 days

MODULE 3

Agility and Innovation

The third module focuses on the themes of agility and innovation. It will enable you to understand agility and spell out its potential to promote innovation in your company. You will get to know the principles of agility and recognise the associated challenges for management and staff. You will identify how it relates not only to your company but also to your personal management role.

Agility – buzzword or active force for the future?
Learn Startup, Design Thinking, Scrum and Co.: how agile methods function and interact.

The agile organization
Current approaches and state of research. Application to your own business.

Prerequisites for agility
Requirements relating to culture, structure, management and team.

Under which circumstances is innovation successful?
Solutions between conflicting priorities of efficient management and creative breathing spaces.

Best-Practice
Change-maker businesses with strong “digital and agile DNA”, compared to traditional company structures.

Practical workshop - Agility
Various practical simulations will demonstrate a step-by-step, goal-oriented approach to the themes of agility and innovative management. You will focus on the playful implementation of your acquired skills and leadership approaches.

Duration
2 days

MODULE 4

Learning Journey

The last module in the Digital Leadership Masterclass will take you on a journey through the start-up world, where the successful business models of the future are already in everyday practice. You will be given a glimpse behind the scenes and will look at the strategies used by selected, young businesses or innovators in transformation. There is no more effective way to internalise the workings of the new world than by having one-to-one conversations with pioneers of the digital age.

Introduction: Where is the digital future growing?
Driving forces and developments in the new ecosystem: start-ups, venture capital companies and unions.

Start-up 1: business administration textbook or lego box?
Visit to start-up 1 with Q & A session, focussing, for example, on digital business models.

Start-up 2: specialist units or communities?
Visit to start-up 2 with Q & A session, focussing, for example, on digital collaboration.

Start-up 3: step-by-step or “quick and dirty”?
Visit to start-up 3 with Q & A session focussing, for example, on digital innovation.

Wrap-up and take-away
Concluding reflections and insights for your own business.

Duration
1 day, recommended location in Berlin or Munich.