

IN ENGLISH

This intensive three-day seminar covers the context of digital transformation, assesses the major drivers of new consumer behavior and prepares the transformation leader to prepare and steer the organization through the digital transformation process.

Concept

As advanced technologies, such as artificial intelligence, machine learning, and robotics continue to develop at faster rates, it is becoming more challenging for leaders in companies of all sizes to assess the future. How will technologies and trends disrupt their business and create new opportunities? The digital revolution is transforming, not only businesses, but fundamentally changing entire industries. In this new world, companies fear, they are being attacked from all sides, with thousands of start-ups pushing into traditional markets and industries. Digital transformation leaders understand the current major tectonic shifts and the driving forces behind them. They must be able to identify threats and opportunities, understand the difference between diversification and scope, navigate and manage complex environments and, most importantly, bring people along with them. Digital transformation is about leading people into (and through) an increasingly uncertain future and providing them with an environment to perform in.

In this program, participants will be equipped with a clear understanding of what is happening in the business world and how to assess and manage different opportunities and threats. Participants will gain a clear understanding of new customer behaviors and the ability to design a process that generates real transformation and acceleration. Finally, participants will obtain the tools to turn an uncertain future into an asset, both personally and for the organization.

Topics

The World

First and most importantly, the digital transformation leaders must be aware of and understand the driving forces behind the different shifts in the way a business operates. The leader should understand how large-scale networks and platforms are fundamentally shifting the way we think of organizations and business models. In this context, the leaders must assess their organization on an organizational and an individual level.

- > Driving forces and the context of digital transformation
- > Future timeline and digital readiness assessment
- > Understanding networks, platforms and data

The Customers

Executives must understand the shift in customers' demands and behaviors. Digital transformers must design products and services around the customer, who is constantly demanding more, and understand how to solve the customers' problems. Lastly, leaders must understand the internal changes needed to lead a customer-centric value chain.

- > The connected customer
- > Customer-centricity and elimination of friction
- > Leading a customer-centric value chain

The Business

To set up a tailor-made transformation and process design, maintaining the balance between scope and focus is crucial. It is vital to the design process to analyze different complex perspectives by being specific, but still flexible to include shifts in the environment. Leaders should create organisms in the organization to foster business potential and dissolve upcoming threats. Executives and change agents need to successfully transmit the transformation concept and implement performance indicators to measure its outcome.

- > Transformation process and design
- > Scope vs. focus
- > Threats and opportunities
- > Transformation transmission
- > Measuring the value and success of transformation

Bringing it Home

After a 3-day seminar, returning to one's own work environment can often cause frustration and friction, as the participants attempt to apply their newly acquired skills. Based on years of experience, part of the program is designed to give the leaders specific tools to induce the knowledge into their business and begin the transformation journey as effectively as possible.

- > Tools to start the transformation process
- > Introduction to innovation in a transformation context

Program dates (3 days)

Sem-Nr	Place	Date
E-20122	St. Gallen	January 24–27, 2022
E-20222	St. Gallen	August 29–September 01, 2022

Program fee: CHF 3900.– (plus 7.7% VAT for seminars in Switzerland)
Further information and booking via internet: www.sgmi.ch/dbt01
*Invoicing in EUR possible (depending on current currency rate)

Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

Phone +41 (0)71 223 50 30
Fax +41 (0)71 223 50 32

Registration

Please fill out the attached registration card and send it back to:

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CH-9000 St. Gallen
Fax +41 (0)71 223 50 32
Internet www.sgmi.ch
E-mail seminare@sgmi.ch

After we receive your registration, we will send you the following

- > The confirmation of your registration with an invoice.
- > Information on logistics, hotel and travel to the program venue.
- > A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 7.7% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in EURO (EUR) or Swiss Franks (CHF) at the daily currency exchange rate.

Change of Registration / Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 350 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

The complete SGMI terms and conditions are available here at www.sgmi.ch/tc.

Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

Registration Card

We register for the following program:

Number/Date	Last Name	First Name
	Date of Birth	
	Company/Organization	
	Street, Number	
	ZIP Code/City	
	Phone	Fax
	E-mail	Number of Employees
	Industry	Function
	Date	Signature

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

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