



This Digital Transformation Certificate Program empowers business and government leaders to convert legacy processes and systems into new digital practices by empowering culture and enabling innovation within organizations. These new methods are critical to not only remaining competitive but also to improve the Employee / Citizen / Customer Experience by exceeding their evolving expectations.

### **Month 1: What is Digital Transformation**

*Recognition and awareness of Digital Transformation is essential to serve Business Decision Makers so they can shape their organizations to apply the most innovative approaches to engage customers and employees:*

- Why do organizations, both Public and Private, need to think about how Digital Technology can enhance the Employee/Citizen/Customer experience.
- Asking the right questions to determine strategy, tactics, and operational processes to empower the business by evaluating Digital Transformation capabilities.
- Digital Technology Thinking - how does an organization think differently to create a business centric digital strategy

### **Month 2: Building a Business Centric Digital Transformation Culture & Organization**

*Developing Business Centric Thinking and Enablement Strategy:*

- Defining the “Business” Technology supported by IT (roles) to create the collaboration synergy required to be successful by Identifying the proper resources, skillsets, and business stakeholders both internal and external to the organization.
- Executing a Digital Transformation Strategy by following an action plan and business driven road map that involves key stakeholders across the organization that will invoke governance and lead to a transformational culture.
- How the business-driven Digital Transformation revolution requires an innovation / collaboration culture to be successful by instilling an ideation framework that allows organizations to enhance business processes.

### **Month 3: Driving the Transformational Journey**

*Understanding that the overall transformational journey must include the experiences of all stakeholders and not just be limited to the customer.*

- Identifying the stakeholders that have a role in the desired outcome, and defining, mapping, and improving that experience.
- Simplifying the user journey by leveraging the digital world to gain the desired business results and reducing friction within the experience.
- Thought, process, and Culture Transformation utilizing Emotional Intelligence and Organizational Awareness that allow for successful change within an organization.

### **Month 4: Garnering Sponsorship from Key Roles in the Organization**

*Influencing the organization’s key leaders to adopt a transformational mindset:*

- Developing executive sponsorship to create governance and ownership throughout the organization to reinforce the Digital Transformation culture.
- Building relationships, formalizing steering committees, prioritizing projects, defining KPIs, and the processes to achieve success.
- Developing and delivering a business case to justify the investments surrounding transformation by using both internal and external resources to accomplish goals.

### **Month 5: Practical Transformational Applications for Focused Business Empowerment**

*What are the pitfalls and limitations of digital transformation and the current technologies available:*

- Cross functional understanding of technology in this process and understanding scaling capabilities for any size organization.
- Career paths for Digital Transformation thinkers, professionals, and champions.
- Defining key functional areas for Digital Transformation (I.e., DevOps, MarTech, FinTech, HRTech, LogisticsTech.)

**Month 6: Capstone and Graduation** - Course objectives are synthesized into an applied project – for example: the student will develop a written maturity assessment report including an executive summary and formal classroom presentation describing results and an action plan.