



DIGITAL TRANSFORMATION

Digital Transformation The "must-have" course for companies facing the change to a fully Digital environment which will impact all aspects of how to do business. Knowing the issues and opportunities is key to becoming successful in this new environment.



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Overview:

Digitalization: Basics and Outlook
Digital Leadership
Digitalization and Key Accounts
Digitalization in Sales
Digitalization: Change Management



Course Number : #15



Number of Days : 5



Audience size : 15<=20



Number of courses per year : 12



Pre-requisite : 1



**Target Audience : Executives,
Managers and Entrepreneurs**



Outline

The basics of digitization

- ★ The 5 building blocks and guardrails of digital transformation
- ★ The fields of action of digitization: individuals, market & competition, state, research, culture
- ★ The core competencies in Digital Transformation.
- ★ The requirements of the Digital Workforce for personnel development and training.
- ★ The Digital Personnel Development Roadmap

Requirements for Digital Leadership:

- ★ Can we formulate this?
- ★ What research results are available and how are the results transferable to companies?
- ★ Effects of Digital Leadership on Organizational Structures
- ★ Practical examples from the companies of the participants
- ★ empathy in the leadership



Outline

Key figures in sales:

- ★ change by digitization
- ★ Customer Analysis: Customer Journey
- ★ Analysis of new distribution channels
- ★ Analysis and distribution channels of digitized products
- ★ Incentivation in sales?
- ★ Prices and discounts
- ★ Organization and Digital Leadership
- ★ empathy in sales

There is no product that you cannot sell over the Internet.

- ★ Still: the customer first
- ★ Not a pure sales digitization strategy
- ★ Beyond the functional silos



Outline

- ★ From ABC customers to the micro segment
- ★ Digitization reveals technical deficits in sales
- ★ Review of change success: Before and after comparison of competences

Why transformations so often fail:

- ★ dealing with the major challenges
- ★ Change Management with the 4H Model & Process Methodology and Change Roles
- ★ Case studies and concrete customer projects
- ★ Procedure and checklists
- ★ Risks and Opportunities of Change Management: Business Cost-Benefit (ROI)
- ★ Review of change success: Before and after comparison of competences



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