

INTRODUCTION TO DIGITAL TRANSFORMATION

by

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INTRODUCTION

Modern companies need to know how the latest digital technologies are changing the way business is being conducted. They need to understand how big data can directly affect their external communications and internal processes, how analytics can transform their marketing, and how to adapt to this changing world by using agile thinking methods.

This three-day program designed for non-technology professionals will provide knowledge and understanding on how we see the marketplace, the competition, and internally, a company's own capabilities to develop a specific digital strategies.

This program will allow participants to engage in the exploration of new insights and experiences from the instructor by combining the use of conceptual frameworks, case studies, practical checklists, simulation, and team activities.

KEY BENEFITS

By participating in this course, you will be able to:

- Bring competitive advantage to your organization
- Explore opportunities to modernize your business processes and workforce
- De-mystifying myths about the digital landscape
- Evaluate your business by aligning technological opportunities with business strategy
- Examine how companies from different industries transform themselves in the digital era to reach specific target audiences
- Discuss challenges in digital transformation

COURSE CONTENT

1. The Digital World

Understanding what the digital world is about, the history, the trends, and where it is heading.

2. Understanding Digitalization

How the use of digital technology has created tremendous impact in our daily and professional lives.

3. The Digital Disruption

How organizations are using digital technology to create ultimate competitive advantage by reengineering how a business process is being done

4. Digital Transformation

How organization are adapting and transforming themselves to be digitally-adept.

SCHEDULES

DAY 1: UNDERSTANDING DIGITALIZATION

1. The Changing Landscape of Business
 - Global changes
 - Digital economy
 - Digitalization of Indonesia
2. Digital Disruptions
 - Past, Present, Future Technologies
 - Disruption: Rethinking Reengineering
 - Disruption: An Indonesian Perspective
3. Discussion & Assignment

DAY 2: DIGITALIZATION AS A BUSINESS DRIVER

1. Meet Digitalization
 - The myths of digitalization
 - How digitalization works
2. Digitalization in Business Management
 - Digitalization and strategic planning

- Digitalization and marketing
3. Where to Begin
 - The new customer experiences
 - Understanding digital touch-points
 4. Case Study & Assignment

DAY 3: DIGITAL TRANSFORMATION

1. Leading Digital Transformation
 - Digital-first strategy
 - Data-based decision
 - Transformation dashboard
2. Creating competitive advantage
 - Extract value from technologies
 - Exploring digital opportunities
3. Creating Digital Capability
 - Digital IQ framework
 - Technical and behavior competency
 - Building enterprise-wide digital capability
4. Conclusions

WHO SHOULD ATTEND

- Corporate Executives
- Personnel and Executives
- Government and Community Relations Professionals
- Managers and Supervisors
- HR Staffs and Executives
- Communication-related Staffs & Executives
- Midsize business owners who need to apply digital marketing to build their businesses
- Professionals seeking a solid overview of the state of digital media to discuss the trends and critical issues brought on by these technologies and how they affect business



COURSE LEADER:

Arvinda is a professional in technology and digital sector with more than 15 years experience with capacity as executive, consultant, trainer, and adviser.

Throughout his career, Arvinda has been involved in dozens of digital projects by collaborating with leaders in various industries both national and global companies like Google, Uniliver, Indosat, Standard Chartered, Fila and more

Currently Arvinda is a leader in a digital strategy consulting that assists national and regional organizations in the process of digital transformation.

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