

# D.QUARKS DIGITAL TRANSFORMATION PIONEER

This program is designed for (future) leaders of digital transformation who aim to act in a pioneering leadership role inside their organization to drive digital change. You will learn which patterns a digital transformation follows and how to organize and control it methodically and systematically in practice. You will learn how to develop a meaningful digital target picture of the future of your organization. Building on this, you will learn how to systematically introduce digital innovation competence, technological competence and cultural change in your organization and how to anchor them in the long term. You will receive the necessary tools to guide and advise managers and employees into a positive digital future. The introduced tools provide orientation and guidance on how to successfully shape change processes within the organization.

A program taught by expert practitioners and based on the award winning best practice digital transformation framework of d.quarks, this program is ideal for anyone looking to make real digital change! It is offered in two formats: **In-person intensive course over 2 weeks**, or as an **online, workplace-compatible format in 4 months**.

## OVERVIEW

Topics covered are methods of digital business model development and the institutionalization of innovation, implementation of an agile mindset, a leadership and innovation culture and New Ways of Work. Agile IT and transformation of IT as a business innovator will be discussed, as well as the design of enterprise architectures with modern technologies (Internet of Things, Artificial Intelligence, Big Data Analytics, etc.). We also cover tools for transformation management.

The learning format of the course is very interactive and is a mix of impulse lectures with practical examples to impart knowledge, group discussion, work in smaller groups and work on practical case studies. The focus is on a balanced ratio of knowledge transfer and consolidation through practical application and mutual exchange. By applying the contents in a real project situation, the transfer of the acquired knowledge to one's own practical work is achieved.

The program is completed with a certificate from Goethe Business School. To achieve the certificate, an examination is taken in the form of a project report. The training takes place over three modules combined with project work and is available in two formats.

## CURRICULUM

The training takes place over three modules combined with project work and is available in two formats – fully online, or as an intensive course.

In addition to **three core modules**, participants complete on **online preparation module** before the start of the program, and work on a **final project case** which will be presented at a **colloquium** some weeks after the final module. The learning content is applied over a longer period of time in a previously determined project context that is executed in the practical environment of the student's own organization. During project work, participants will have the opportunity to receive 2 hours of remote coaching.

The presentation of a short project report is required in order to achieve the certificate awarded by Goethe Business School for completion of the program.

**MODULE 1: FINDING STRATEGIC ORIENTATION****2 DAYS SEMINAR****LEARNING OBJECTIVES:**

- Empowerment through methods for designing sustainable visions of the future and digital business models
- Establishing governance of transformations via roles, rights, responsibilities and KPIs
- Understanding and assessing the cross-cutting effects of digitalization on processes, organization, people and technologies used across all corporate functions

We present the interdependencies of the platform economy, the social implications of digitalization and the characteristics of digital companies and business models. User-centricity, service-orientation and value creation via data, as new disruptive drivers, as well as the assessment of rapid technological innovations on business models and companies are conveyed. The role of the Digital Transformation Pioneer and its range of tasks will also be introduced and reflected on one's own situation. Finally, techniques for designing future target pictures and business models are presented and explained.

**MODULE 2: BUILDING INNOVATION AND CULTURE COMPETENCE****2 DAYS SEMINAR****LEARNING OBJECTIVES:**

- Ability to apply Design Thinking to digital business models and product development
- Designing effective incubators and understanding how to collaborate with start-ups and assessing their impact on traditional business processes
- Transformational leadership for cultural change towards agile collaboration and participation

Agile Innovation via Design Thinking. Incubators, accelerators, start-ups and their integration into the existing organization are taught. Business model innovation in interaction with IT is taken into account. Agile collaboration and participation are presented as leadership tools and the basic principles of transformational leadership are explained. Interdependencies are discussed in the development of innovation and cultural competencies. The focus is on new adequate work models taking into account the (individual) needs of the employees and the appropriate design of the working environment.

**MODULE 3: BUILDING PLATFORM COMPETENCE AND PLANNING A TRANSFORMATION****2 DAYS SEMINAR****LEARNING OBJECTIVES:**

- Basic concepts of flexible and scalable platform architectures: APIs, service-oriented architectures, microservices and data integration
- Classification of modern technologies such as the Internet of Things, Big Data Analytics and Artificial Intelligence in an overall architectural design
- Recurring patterns in transformation plans and success factors of implementation
- Ability to set up an adequate transformation organization and stakeholder management

The core element of an agile operating model of IT is the new role of IT as innovator and business enabler. Basic aspects of digital platform architectures and the relationship between business models and platform architecture design will be introduced. We also have a deeper look at HR that is also facing a change of role in the context of the necessary changes in the organization. The conception of transformation plans takes into account the integrated development of innovation, platform and cultural competence. Using five archetypes of the Digital Transformation Pioneer role, the individual role understanding is sharpened and the corresponding transformation organization is designed.

## KEY FACTS

**COURSE DATES**

Summer intensive course: 1./2./3.7.2021 and 8./9./10.7.2021; final colloquium 28.08.2021  
 Online course: 14./15.10.2021; 11./12.11.2021 and 16.17.12.2021; final colloquium 18.02.2022

**COURSE MATERIALS**

Course materials including case studies, lecture slides, etc. will be made available in electronic form.

**LANGUAGE**

English

**PROGRAM FEE\***

Regular: 3.900€  
 GBS Alumni Discount: 3.120€ (20% discount!)

**VENUE**

online & on-campus

**CERTIFICATE OF PARTICIPATION**

Participants will receive a certificate of program completion awarded by GBS Executive Education upon completion of the program.

**CONTACT**

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**REGISTRATION**

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