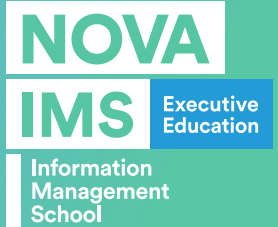


## EXECUTIVE PROGRAM

# Shaping the Digital Transformation



*Allowing transformation in the business with a vision of building sustained and lasting competitive advantage*

In partnership with:



Digital transformation is a process of strategic and change management, where it is sought that the organization implements a culture centered on Customers and its stakeholders in order to obtain the highest levels of operational excellence and competitive advantage. NOVA IMS has developed a holistic vision for this, in which the subjects of Leadership and Strategic Management, Value, Organizational and Change Management, Processes, and the supporting technologies are involved.

## GOALS

In a short 2-day duration executive program - the objectives are, on the one hand, to establish the basics of what Innovation and Digital Transformation are and some of the technologies that underlie them today, on the other hand, to help make an initial diagnosis of the preparation and maturity of the organization for these holistic processes, and finally to present potential paths and tools (e.g., methodologies) to implement this transformation. This executive Program seeks to develop the following competencies:

- Firstly skills related to strategic management and context analysis capabilities, in short to long term perspectives;
- Additionally, to prepare training for the leadership of transformation projects that involve innovation processes, change management, and implementation of collaborative environments ("cross-collaboration"), besides the management of developments in supporting technologies.

## WHO IS IT FOR?

- Directors, CEOs, and senior management of organizations seeking to increase their competitive advantage, with an evolution towards the Intelligent Enterprise, optimizing investments for such;
- Operational Directors with the mission of advising the Board and Senior Management on all impact areas of a digital transformation project that brings impact on business performance and return on investments;
- Executives in the organization with responsibility for managing digital transformation projects;
- Professionals, Managers, or Consultants who wish to acquire skills to develop or advise on implementing digital transformation projects with a holistic dimension far beyond the technological component.

## PROGRAM

The 2-day Program has four components, each with a practical component and output deliverables.

In the **1<sup>st</sup> session**, the concepts of Digital Transformation and Innovation are established, and a self-assessment exercise of the organization's level of readiness for Digital Transformation is proposed, based on the analysis of 5 vectors. As a result of the exercise, each organization will obtain its position with 22 indicators and its relative position compared to the responses of about a hundred national managers of large and medium enterprises.

In the **2<sup>nd</sup> session**, resulting from the partnership that NOVA IMS has with the market analysts IDC, the 5 stages of maturity are presented, and a self-assessment and benchmark of the organization's maturity level are proposed. Some use-cases are also presented, and at the end, a discussion of a possible Roadmap for digital transformation is held.

In the **3<sup>rd</sup> session**, we address organizational management and change issues, which include factors like Leadership, Empowerment and Innovation of Employees, collaboration, and employee skills. In this phase, participants have the opportunity to experience transformation enabling technologies, in a gamification context, with a management simulator supported by a management application with business analytics, geo-analytics, and artificial intelligence capabilities. The simulator allows participants to test (and diagnose) their strategic management, leadership, teamwork/cross-collaboration, and adaptability to change skills in a competitive environment.

Finally, the **4<sup>th</sup> session** presents some methodologies used for digital or business transformation projects, including BTM2 - Business Transformation Management Methodology (BTA-Business Transformation Academy), from which the organization can prepare its strategy for Digital Transformation

## TEACHING STAFF



**JORGE CARROLA RODRIGUES**  
PROGRAM COORDINATOR



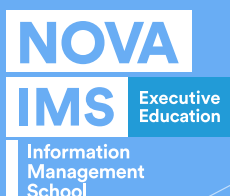
**GABRIEL COIMBRA**  
IDC GROUP VICE PRESIDENT

## CONTACTS

If you need more information about this program, please contact:

**MARA SOARES**

executive@novaims.unl.pt | +351 213 828 610



Learn more at:  
[www.novaims.unl.pt/stdt](http://www.novaims.unl.pt/stdt)

