



Digital Leadership

Unleash the Power of Digital Technologies

► Upcoming Sessions

03-07 Jul 2023	London	\$5,950
01-05 Jul 2024	London	\$5,950

► Seminar Introduction

As the business world becomes increasingly digital, leaders need to adapt their skills and strategies to meet the demands of this new era. This 5-day training course is designed to equip leaders with the knowledge, skills, and tools they need to thrive in the digital age.

The course will begin by introducing the digital transformation concept and exploring its impact on organizations and industries. Participants will learn how to develop a digital strategy that aligns with their organization's goals and values and how to identify the challenges and opportunities that come with digital disruption.

The course will also cover the importance of data-driven decision-making in the digital age. Participants will learn to use data analysis and visualization tools to make informed decisions and drive innovation. They will also explore ethical considerations related to data privacy and security.

Innovation and creativity are critical components of digital leadership. Participants will learn how to foster a culture of innovation within their teams and organizations and use creative problem-solving techniques to tackle complex challenges.

Leading virtual teams is another essential skill for digital leaders. Participants will explore the challenges and opportunities of virtual teams and learn how to communicate effectively, build trust, and manage performance in a virtual environment.

Finally, participants will focus on developing their leadership style in the digital age. They will explore strategies for leading through change and uncertainty, managing stress and burnout, and staying motivated and engaged in their work.

Throughout the course, participants will learn from case studies and best practices, engage in interactive exercises and group discussions, and have access to online resources to supplement their learning. By the end of the course, participants will have a deeper understanding of the digital landscape and be equipped with the knowledge and skills they need to lead effectively in the digital age.

► Seminar Objectives

By the end of this Digital Leadership training course, participants will be able to:

- Understand the impact of digital transformation on their organization and industry
- Develop a digital strategy that aligns with the organization's goals and values
- Use data to make informed decisions and drive innovation
- Lead virtual teams effectively
- Develop their leadership style in the digital age

► Seminar Methodology

The training course will use a mix of lectures, case studies, interactive exercises, and group discussions to facilitate learning. Participants can also access online resources, including videos and articles, to supplement their learning.

► Organisational Gains

The organizational benefits and impact of sending leaders and executives to this 5-day training course on Digital Leadership include:

- Improved digital strategy: Leaders will learn how to develop a digital strategy that aligns with the organization's goals and values and identifies opportunities for digital transformation and innovation.
- Better decision-making: Leaders will learn to use data analysis and visualization tools to make informed decisions and drive innovation.
- More innovative culture: Leaders will learn how to foster a culture of innovation within their teams and organizations, which can lead to greater creativity and problem-solving capabilities.
- Increased agility: Leaders will learn to lead through change and uncertainty and develop the resilience to adapt to new challenges and opportunities.
- Improved virtual teamwork: Leaders will learn how to communicate effectively, build trust, and manage performance in a virtual environment, leading to more effective teamwork and collaboration.
- Enhanced leadership skills: Leaders will develop their leadership style in the digital age, learning to manage stress and burnout, stay motivated, and engage their teams.

► Personal Gains

The personal benefits and impact of sending leaders and executives to this 5-day training course on Digital Leadership include:

- Enhanced digital skills: Participants will develop a deeper understanding of digital technologies and how they impact their work, enabling them to use new tools and techniques to innovate and drive business success.
- Increased confidence: Participants will gain the knowledge and skills needed to lead effectively in the digital age, which can boost their confidence and help them feel more capable and empowered in their roles.
- Improved decision-making: Participants will learn how to use data analysis and visualization tools to make informed decisions, improving their decision-making accuracy and effectiveness.
- Enhanced leadership skills: Participants will develop their leadership style and learn how to lead through change and uncertainty, which can help them become more effective leaders and managers.
- Increased creativity and innovation: Participants will learn how to foster a culture of innovation within their teams and organizations, leading to greater creativity and problem-solving capabilities.

► Who Should Participate?

This Digital Leadership training course is designed for leaders and executives responsible for leading their organizations through digital transformation or those interested in developing their digital leadership skills.

This may include:

- C-level executives, including CEOs, COOs, and CMOs
- Directors and managers in technology, digital, and marketing functions
- HR professionals responsible for organizational development and talent management
- Business unit leaders and managers in all industries and sectors
- Entrepreneurs and business owners looking to innovate and grow their businesses in the digital age

► Course outline

DAY 1

Digital Transformation and Strategy

- ▶ Introduction to digital transformation
- ▶ Understanding the digital landscape
- ▶ Developing a digital strategy
- ▶ Case studies and group discussion

DAY 2

Data-Driven Decision Making

- ▶ The importance of data in the digital age
- ▶ Data analysis and visualization
- ▶ Data ethics and privacy
- ▶ Interactive exercises and group discussion

DAY 3

Innovation and Creativity

- ▶ The Role of Innovation in the digital age
- ▶ Creative problem-solving techniques
- ▶ Fostering a culture of innovation
- ▶ Case studies and group discussion

DAY 4

Leading Virtual Teams

- ▶ Challenges and opportunities of virtual teams
- ▶ Communication and collaboration in virtual teams
- ▶ Managing performance and accountability
- ▶ Interactive exercises and group discussion

DAY 5

Personal Leadership in the Digital Age

- ▶ Developing a personal leadership style
- ▶ Leading through change and uncertainty
- ▶ Managing stress and burnout
- ▶ Reflection and action planning

▶ Certificate

Oxford Management Centre Certificate will be provided to delegates who successfully completed the training course.

▶ Accreditation



All Training Courses delivered by Oxford Management by default are eligible for CPE Credit.



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