EXECUTIVE PROGRAM

DIGITAL TRANSFORMATION

by IESEG School of Management

- 1st edition -

A mix between
online learning and coaching
for a professionnal projet

5 days of training

About IESEG

Triple crown accreditation:
AACSB, EQUIS and AMBA

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In 2020, the global expenditure for the digital transformation excedeed 10% for an amount of about 1,3 trilion $.

Are you prepared to fuel the digital transformation in your company ?

CCIFER and IESEG are offering a digital transformation program that will give you the leadership skills to develop a strategic plan to boost your company's performance through digital technologies.

HOW

100% Online, mixing synchron & asynchron learning and coaching

| Duration	5 days Between April and Mai 2021
Language	English

Content	3 full day modules ,
	
	    · The Digital Innovation Strategy: the Heart of the Transformation
	    · The Digital Marketing: the Tool for Transformation
	    · From Transformation to Performance
	
	2 full days dedicated to
	
	    · A peer-to-peer consulting individual project
	    · A roundtable of experts in Digital Transformation

Bonus	A launching webinar of the program A certificate of attendance Access to the e-learning platforme

WHY

To stimulate innovation capacities and identify growth levers to activate.
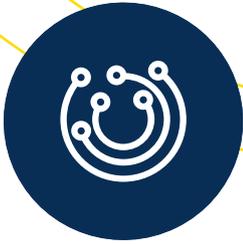
To mix academic and real-life experiences. A program that provides a suite of methods and practical tools to understand and lead your way through a digital transformation.
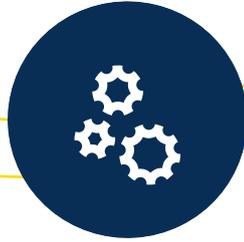
To develop skills relevant to Digital Transformation.

To give the participants the chance to expose the digital transformation problematics of their own companies in a peer-to-peer consultancy situation and identify actionable solutions.

Fees and aplication:

1850 €
+ VAT

WHO

Managers and leaders involved in the transformation process of their company

METHODOLOGY & PROFESSORS

The programme combines online and offline courses with exercises, debates, case studies and testimonies and it creates a balance between the individual and group work activities.

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MOYSAN**

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