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## DIGITAL TRANSFORMATION

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Digital transformation looks different for every business, but at its core, it means altering how a company operates with the addition of technology and with the goal of improving the customer experience and the workplace. This one-day course will teach you about digital transformation, and what companies in different industries are doing, as well as best practices so you can do it yourself.

This one day workshop will help you teach participants:

- Define digital transformation
- Understand why it matters
- Pinpoint which businesses are succeeding and how they are doing it
- Get started on your own company's digital strategy

### Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

### Digital Transformation – What Is It? Why Does It Matter?

Digital transformation impacts every facet of a business, using technology to make great improvements. In this lesson, you will gain a deeper understanding of what digital transformation looks like, what it is not, where it is occurring and why.

### Where Do We Start?

The best place to start when thinking about making changes is to consider how the customer interacts with your company. You will think about the different times a customer interacts with your business and how each of those moments could be improved with the addition of technology.

## **Who Is Doing It Well?**

Next, you will study five businesses that are succeeding in their digital transformations. You will discuss what they are doing well, what could be improved and what you could apply to your own business.

## **Awareness Is The First Step**

Awareness that change is necessary is the beginning of any digital transformation. Here, you will learn about changing company culture and small shifts within your organization that have to occur before adding the technology.

## **Let's Do This**

There are several things to keep in mind when embarking on a digital transformation: research, vision, the right team, culture, communication and marketing, data, and the ability to adapt. This lesson teaches you about each step and its value.

## **Make A Plan**

No digital transformation can take place without a plan. In this final lesson, you will put what you have learned to use and create your own digital strategy.

## **Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.