

Certified Digital Transformation Professional



Latar Belakang:

Strategy & Tools in Executing New Digital Business Model for 10x Growth Disruptions of business challenges in the digital era will always occur with the rapid development of digital technology. One of them is the constant change in business competition roadmap.

Therefore we need flexible and easy-to-execute digital strategies. With the right mindset and digital savvy talent, your organization is expected to build strategic differentiation and agility to fight disruption.

We will tailor various strategies to suit your digital transformation needs through various methods and tools, such as DX Roadmap, Business Platform Model Map, Managing Data, A/B Tests, MVPs, Value Proposition Roadmap, and others.

As benchmarks, you can also learn through case studies from world-class companies, such as Google, Microsoft, Amazon, Spotify, Mastercard, Johnson & Johnson, Anheuser-Busch InBev, Kimberly-Clark, Yum Brands, and others.

Workshop ini dibawakan dalam Bahasa Indonesia

Objectives:

- Rethinking competition in the Digital Era
- Defining and managing your DX Roadmap to transform your organization
- Bridging the gap between technology and talent
- Adapting your value proposition during disruption

Target Audiences:

- Owners
- BOD Members
- Senior Managers
- Strategy Planners of companies facing digital disruption

Takeaway Certified DX Professional By David Rogers and One GML:

- LIVE delivery & discussions
- Participant decks and handouts / case studies based on latest DX research
- Five recent research and publications of David Rogers (e.g. Digital Acceleration in Covid Era, Harvard Business Review: Aligning your Organization Around the Customer)
- Eight videos of David Rogers (e.g. Digital Transformation Playbook, The Modern CFO in Digital Era)
- NEW DX Book: Diferensiasi Strategi dan Agilitas Organisasi Melawan Disrupsi by GML Press
- International Certificate from David Rogers and One GML

Course Architect and Designer:



David L. Rogers

Faculty Director on Executive Education Digital Business Strategy
Columbia Business School

David is a globally-recognized leader on digital business strategy, known for his pioneering work on digital transformation (DX). He consulted for DX companies such as Google, Toyota, HSBC, Unilever, and appeared in CNN, CNBC, Wall Street Journal and NY Times. He authors 4 best-selling books, including "Digital Transformation Playbook" published in 9 languages.

Agenda:

Pre-Workshop Activity

- Offline pre-test of your Digital Transformation Readiness

DAY 1

Foundation + DX Strategy

- Defining the Digital Challenge
- The DX Playbook: The 5 Domains of Digital Strategy
- Customer Networks and the New Path to Purchase
- Platforms, Network Effects, and Multi-Sided Business Models
- Tool: The Platform Business Model Map
- Rethinking Competition for the Digital Era: Dis/intermediation, Coopetition, and Asymmetric Threats

DAY 2

Analytics, Value Proposition + Roadmap

- Building Data as a Strategic Asset in your Business
- Innovating through Experimentation: A/B tests, MVPs, and Failing Smart
- Adapt Your Value Proposition: Customer-Centricity During Rapid Change
- Tool: Value Proposition Expansion
- The DX Roadmap: The 5 Steps to Organizational Transformation
- Step 1: Define a Shared Vision
- Step 2: Pick the Problems that Matter Most

DAY 3

Scale-Up your Business + Grow your Organization

- Tool: The Problem / Opportunity Matrix
- Step 3: Validate New Ventures
- Tool: The Four Stages of Business Model Validation
- Step 4: Scale and Repeat
- The Three Paths to Growth and Corporate Innovation
- Step 5: Grow Technology and Talent

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DEVELOPING DIGITAL AGILITY IN PEOPLE: PELATIHAN BERDAMPAK BAGI INDIVIDU DAN BANGSA



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Experiential and Practical Learning Method



1. Prof Dave Ulrich (Honorary Advisor)
Speaker, Author, Professor, Thought Partner on HR, Leadership, and Organization at The RBL Group
2. Budi Soetjipto
Dosen Fakultas Ekonomi dan Bisnis Universitas Indonesia
3. Irvandi Ferizal
Ketua Forum of Human Capital Perbankan Indonesia (FHCP) & HR Director of MayBank Indonesia
4. Swandajani Gunadi
Human Capital & Marketing Director at Adira Finance
5. Maria T. Kurniawati
HC Expert & ICF Certified Coach
6. Dr. Paul Walsh
Program Director of BSC and Lean Six Sigma practice at Australian Graduate School of Management
7. Husein Samy
Country Manager HR of PT. IBM Indonesia
8. Suwardi Luis
CEO at ONE GML
9. Dr. Yunus Triyonggo
Chairman of GNK Steering Committee
10. David Rogers
Global Guru on Digital Transformation
Faculty Director, Columbia Business School

Kegiatan CSR Bersama Alumni

1

CDHX Goes to Campus

2

CDHX Bootcamps for Underprivileged Communities

3

Scholarship

Informasi Pendaftaran



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