

Course information – Strategies for digital transformation

Short description of the course

The course is an extensive capstone course running over a 16-week period. It is a practical course where a digitalization strategy and an IT strategy for your own business is developed through the course of the program. Participants will be prepared for future independent digitalization work and successful participation results in documented certification and the title “Certified Digitalization and IT Strategist”.

What participants will get

- Skills to manage and facilitate the entire strategy process for digital transformation.
- Development of your organization’s digitalization strategy and IT strategy with the support of senior coaches.
- A certificate as “Digitalization- and IT Strategist” by IDG Academy.
- Access to methods and tools for strategic digitalization and IT strategic work.
- Insights into methods for current situation analysis and measurement of the digital maturity of organizations.
- Knowledge regarding methods for market intelligence, trend analysis, and future foresight analysis in the strategy process.
- Skills in strategic analysis, vision development, and defining strategic objectives for digitalization.
- Competence in methods for target visualization of strategic objectives using scenario planning techniques.
- Competence in methods for technological analysis of strategic digitalization objectives and defining IT strategic goals.
- Skills in the development of coordinated action plans for digitalization and IT.

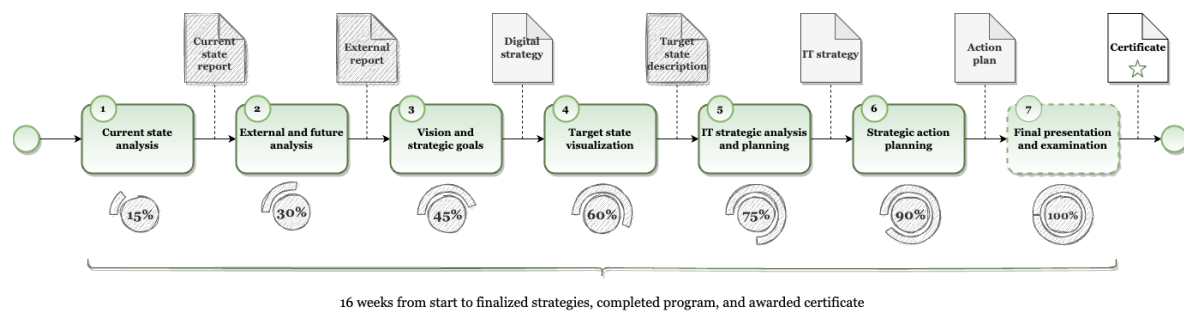
Description of the program

The course follows a step-for-step process based on the ASE Framework for developing a digitalization strategy and an aligned IT strategy. These modules are covered in the program:

1. **The foundations of strategy.** The essentials of strategic thinking, digital transformation, and strategic digitalization work.
2. **Current status analysis.** Methods for assessing digital maturity (DMA), co-worker analysis, and current operating model (COM).

3. **External analysis.** Methods for strategic external analysis (PESTLED, SOTA, CA, etc.) as input to SWOT and strategic digitalization goals.
4. **Vision and strategic goals.** Methods for strategic analysis, vision analysis, vision development, WBA, and setting strategic digitalization goals.
5. **Strategic goal visualization.** Methods for strategic future analysis, scenario planning and strategic target state visualization.
6. **IT strategic analysis and planning.** Methods for analysis of target state scenarios, documenting technological components, definition of required competences, technological research, and a technological component map.
7. **Strategic action plan.** Methods for activity analysis, activity mapping, strategic time-planning, and developing an action plan.
8. **Final presentation and examination.** Presentations of the participants' final strategies, knowledge test, and examination.

Each module generates a deliverable as part of the participants final delivery.



Description of the program's approach

The course gives an opportunity to develop a concrete digitalization strategy and IT strategy for your organization. It utilizes continuous training with senior team members and the support of experienced strategists, following a well-established model to provide the tools to form the skills to develop your strategies.

The program follows a capstone model for crisp, practical development throughout the course where the participants will work independently, but with coaching and support. It will be possible to develop strategies either for an employer or for a client.

The program contains regular get-togethers where we go through finalized work modules together, discuss results, conduct new lectures and training sessions, and prepare the next work module and its assignments. Between the classes there are periods of practical assignments combined with digital coach meetings to coordinate work and discuss the work and progress.

Course period and dates

The course program runs part-time for 20-50% over 16 weeks, starting on the 4th of September 2023. Classes and seminars are held approximately every third week with examination on 18th of December. The first and last class are physical, and the rest are held digitally on Zoom. Training sessions are held on the following dates from 13.00 to 17.00.

1. 4 September (Stockholm)
2. 25 September (digital)
3. 9 October (digital)
4. 23 October (digital)
5. 13 November (digital)
6. 4 December (digital)
7. 18 December (Stockholm)