2019

ESCP
EUROPE
BUSINESS SCHOOL

NETEXPLO

TALENT
FORUM

DIGITAL TRANSFORMATION
FACILITATOR CERTIFICATE

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

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WHY?

ARTIFICIAL INTELLIGENCE, BIG DATA, BIOTECH, BLOCKCHAIN, IOT, CYBER SECURITY, GAMING, ROBOTICS, SOCIAL MEDIA, 3D PRINTING: ten key technological fields that have already had great impact on customer relations, as well as on new ways of working for both employees and managers.

Digital technology is transforming every system in depth and at speed, shaking up habits, turning processes on their head and changing mindsets.

Companies have changed. What are the prospects? How do we invent the future? In reference to what benchmarks and models? Are new models even needed? What new ways of working together?

And what if humans rather than technology are at the heart of this transformation?

This is the standpoint taken in the TALENT programme by ESCP Europe and Netexplo. The power of digital transformation offers a rare opportunity: to explore the talent of the people at the heart of businesses. Letting them express their own way of creating value, going beyond skills, job titles and job descriptions. And making them true facilitators of digital transformation.

WHO?

Talents in digital transformation are multi-disciplinary. They come from different backgrounds and age groups. This change takes everyone involved beyond their job descriptions and frameworks.

Every participants' character (personality, emotional/stress management, learning ability, motivational levers, etc.) and transformation skills are key to the sustainable and agile transformation of the organisation.

Digital transformation affects all sectors of a company, just as it changes all parts of society. All employees, whatever their job, can play a part in transformation in one way or another. This programme therefore is not only for digital players but also for managers, technical and technological experts, project managers, and HR, marketing and sales managers.

Facilitating digital transformation is not confined to one particular role. It is a mission that requires input from everyone.

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WHAT?

Goal of the TALENT programme

Putting your businesses in motion and enabling them to handle change, based on real-life case studies to show:
- the role and skills required of digital transformation facilitators,
- how to set the role and skills into motion to create business value,
- the managerial and organisational levers.

Course design

After the training course, all participants will be able to contribute actively to digital transformation in their organisations.
- They will be armed with state-of-the-art professional best practices in digital transformation and key success factors illustrated through projects by major companies.
- They will have discussed and built on these practices in small groups, with their peers, with other companies and with experts.
- They will have developed their skills through a blended programme, including in-class, online and community training.

A programme with three dimensions

1 • CUSTOMER EXPERIENCE

An analysis of the changes digital technology can make to the customer / company relationship, including the importance of data, omnichannel customer relations, etc. Participants will discover useful practices and concepts to redefine how they work with customers.

Allow participants to develop their vision of the technological impacts on relationships between the customer and the company. In particular, they will discover tools for monitoring relationships, organisation (CRM, ERP) and innovation in services.

2 • EMPLOYEE EXPERIENCE

Digital transformation requires companies to think about the resources they provide to employees. It even requires that the employee has a similar experience to the customer. In Talent, this means analysing how digital transformation is done with and for the employees. We will highlight the positive impact of new practices in which employees are both beneficiaries and players, such as employee experience – making employees' lives easier through HR tools, corporate governance

such as the inversion of the managerial pyramid, managerial practices like reverse mentoring, continuous feedback, empowerment of autonomous

teams, seeking out field initiatives, work organisation that combines line management and organisational agility and, beyond collaborative tools, the latest co-operative practices.

3 • BUSINESS PROCESS EVOLUTION

In the same way that it impacts products and services, digital transformation is shaping how they are produced. So, business processes also need to be revisited. We will therefore discuss the changes under way in engineering, industrial and sales processes: agile engineering, the factory of the future, industrial improvement practices, changes in supply-chain principles and industrial organisation through flexible manufacturing systems, CRM 4.0.

We will also demonstrate how processes are addressing digital challenges – the cloud, blockchain, IOT, AI – and the development of solutions from tech giants (AWS, Google Suite, Salesforce).

Participants will be able to develop their vision of technological and digital impacts on the processes of support functions, purchasing, finance, management, and even information systems!

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HOW?

ESCP Europe business school supervises the training course

Programme Architecture

ESCP Europe certification based on
a blended programme in 2 sessions:
- Two days of in-class training
- One day of online training

> PRE-TRAINING ENGAGEMENT

Before the two days of in-class training:
- Teaser
- Invitation to join the Moonshot community

> ON-SITE TRAINING

2-day class in Paris on February 19 & 20, 2019.
- Study and interpretation of projects from partners and international companies (ESCP Europe, Netexplo, Netexplo Talent Advisory Board Members, CEOs of Partner Companies)
- Thematic training in the delivery of digital transformation projects, led by ESCP Europe lecturers
- Workshops on knowledge sharing and building on best practices, led by Netexplo coaches

> ONLINE TRAINING

Additional training to allow all learners to deepen their knowledge of skills and tools for delivering transformation projects in their companies.
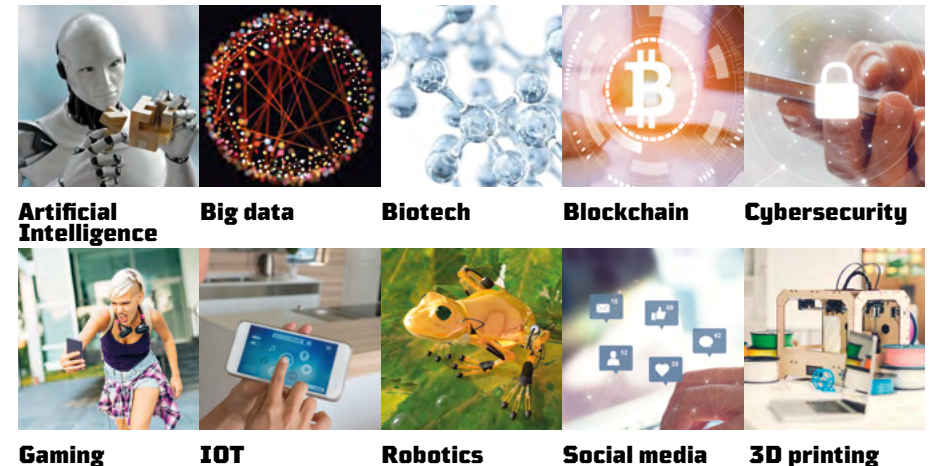
> CERTIFICATION

Final exam to obtain ESCP Europe Certificate after online training.

Educational standpoint

In 2019, the training experience draws on delivery methods founded on real-life experiences and based on contributions, knowledge exchange and building from good practice drawn from real digital transformation projects:

Analysis of international benchmark projects
Analysis and sharing experience of partner companies' projects

International initiatives fuelled by the latest cutting-edge technologies

Artificial Intelligence   **Big data**   **Biotech**   **Blockchain**   **Cybersecurity**

Gaming   **IOT**   **Robotics**   **Social media**   **3D printing**

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Varied training methods

1 • INSPIRING CONFERENCES

Conferences and debates fiving insight into a changing world, by leading experts in digital technology and transformation. These conferences will touch on the big technological issues and their business impacts (AI, Big Data, Gaming, Social Media, Robotics, Biotech, Cybersecurity, 3D Printing, IoT, Blockchain), but also on major company transformation topics (new as-a-service offers, new ways of working, agility, etc.). These conferences will be conducted as interviews with leading international experts and in conference mode with ESCP Europe lecturers, during the 2019 Talent Forum.
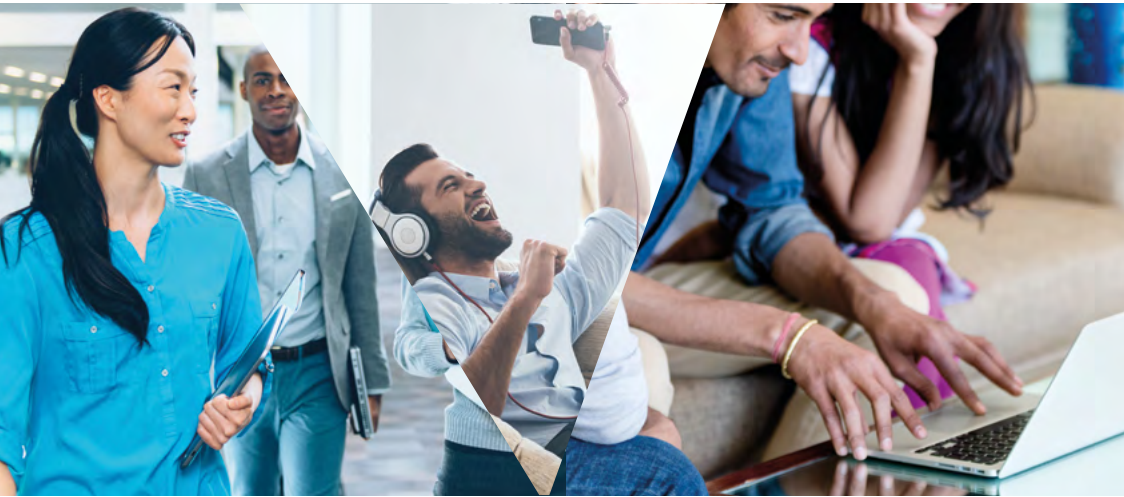
2 • COURSES BY ESCP EUROPE

Participants in the 2019 Talent Forum will benefit from training in transformation leadership, delivered by ESCP Europe lecturers. These interactive courses will allow them to get a better grasp and understanding of digital transformation mechanisms. They will be delivered in digital format and in small groups. This year they will deal with 4 broad areas: major transformational mechanisms, organisational transformation, agile methods and managerial approaches to digital transformation. For each of these themes, participants will receive on-site training during the Forum, in addition to an online programme from ESCP Europe.

3 • SMALL-GROUP WORKSHOPS ON CO-DEVELOPMENT

Attendees at the 2019 Talent Forum will be able to develop practices. Workshops for knowledge sharing and co-development between participants will be led by Netexplo coaches. Participants will be able to work in small groups with their peers to develop their ow professional transformation practices.

2ND NETEXPLO
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PROVISIONAL PROGRAMME **DAY 2**

20 FEBRUARY 2019

9.00 a.m. 9.30 a.m.	**INTRODUCTION TO THE DAY** Reminder of ways to participate in DAY 2

	Group 1 = 500 people	Groups 2 and 3 = 1000 people
9.45 a.m. 11.15 a.m.	20 groups of 25 people Training workshops and co-construction workshops	In-depth study of 5 digital transformation projects Customer Experience

	Group 2 = 500 people	Groups 1 and 3 = 1000 people
11.30 a.m. 1.00 p.m.	20 groups of 25 people Training workshops and co-construction workshops	In-depth study of 5 digital transformation projects Employee Experience

1.00 p.m. 2.30 p.m.	**BUFFET LUNCH AND NETWORKING**

	Group 3 = 500 people	Groups 1 and 2 = 1000 people
2.45 p.m. 4.15 p.m.	20 groups of 25 people Training workshops and co-construction workshops	In-depth study of 5 digital transformation projects Evolution of business processes

4.30 p.m. 5.30 p.m.	Conclusion of on-site training Presentation of additional online training and ESCP Europe certification

PROVISIONAL PROGRAMME **DAY 1**

19 FEBRUARY 2019

9.00 a.m. 12.00 noon	**PLENARY SESSION + KLAXOON INTERACTION** Presentation of the programme and how it will work over the 2 days Presentation of the 5 best international initiatives in digital transformation, interpreted by Netexplo and the Advisory Board, including: Caterpillar (USA) – Apollo Hospitals (India) – OOCL (Hong Kong) – GE (USA) Study, summary and information from ESCP Europe

1.00 p.m. 2.30 p.m.	**BUFFET LUNCH AND NETWORKING**

4.30 p.m. 5.30 p.m.	Presentation of inspiring practices drawn from 15 digital transformation projects in major French companies through 3 operational sequences: • Customer Experience, • Employee Experience, • Evolution of business processes Study, summary and information from ESCP Europe First-hand experience from the CEO of a major French company

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CONTACT
GPERNOUD@NETEXPLO.ORG

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