

Facilitating business' digital transformation

UPDATE
01.09.2021

Netexplo • ESCP Business School



YOUR TRAINING SCHEDULE

■ Session from Septembre 20, 2021 to Novembre 08, 2021

Monday September 20, 10:30am-12:30pm

INTRODUCTION: The fundamentals of transformation   2H

Module 1-2  5H30

Wednesday October 22, 10:30am-11:30am

REMOTE FACILITATED SESSION: Codev    1H

Module 3-4  5H

Tuesday November 02, 10:30am-12pm

REMOTE FACILITATED SESSION: Balance Sheet   1H30

Module 5  4H

or

■ Session from December 02, 2021 to January 05, 2022

Thursday December 02, 5pm-7pm

2H   INTRODUCTION: The fundamentals of transformation

5H30  Module 1-2

Tuesday December 21, 5pm-6:30pm

1H30    REMOTE FACILITATED SESSION: Codev

5H  Module 3-4

Wednesday January 05, 5pm-6pm

1H   REMOTE FACILITATED SESSION: Balance Sheet

4H  Module 5

 unsupervised activity • asynchronous

  supervised activity • synchronous

Please book the facilitated sessions in your diary.
For the organisation of these sessions, you will be contacted by email.

LEARN TO BOOST BUSINESS TRANSFORMATION

FACILITATING BUSINESS' DIGITAL TRANSFORMATION CERTIFICATE • ESCP BUSINESS SCHOOL FULLY ONLINE TRAINING

Companies have launched countless digital transformation projects in the past 10 years, focusing on customers, employees on business processes. The Covid-19 crisis has disrupted every business, forcing companies to rethink their organization in record time. It has created an uncertain, low-visibility environment, making agility more essential than ever. The crisis has accelerated the changes that businesses are going through, from digitizing production, sales and communications to flexible organization, digitized support services and remote working and teams. Every aspect of the enterprise is being impacted and transformed. Netexplo and ESCP Business School joined forces three years ago to create an innovative program on key management issues. More than 3,000 executives and project managers from companies in the transformation process have completed the program and obtained a Facilitating business' digital transformation certificate.

Two international studies -one on the talents and skills required for digital transformation and one on best management practices for digital transformation projects - have been produced by Pr. Frank Bournois and Alexandre Tissot, Ph.D. They set out new models, drawn from observation of real-life management methods for transformation projects in major companies. The program is now available in an 18-hour, fully online format. It lets you learn, discuss and think about these issues so you can boost digital transformation projects in your organisation.

Who is the certificate for?

Facilitating digital transformation is not the preserve of a specific job. It is a mission for everyone in the enterprise. This program is for everyone who is aware of the ongoing changes in terms of management and wants to implement them in their company to facilitate its digital transformation. It was designed from cases in major companies but is equally relevant to small and medium size businesses. It provides a reference framework of practices and tools that apply to every enterprise. The focus is not on the scale of the project or the resources used, but on behaviour and methods.

The program will benefit, for example:

- Project managers setting up a data lake of customer information, working with sales, marketing, customer service and IT. They need to combine a range of practices and know-how while ensuring the quality of data and its processing. The training will enable managers to collaborate across several departments and drive the iterative side of their data projects.
- HR specialists implementing CSR and seeking to bring coworkers onboard. The training will enable them to build their know-how in change management, supported by best project practices, particularly design thinking, obtaining buy-in from a share of employees from the outset.
- Unit production managers contributing to the overhaul of a logistics tracking tool based on RFID technologies. The program will help them grasp the overall value chain and how to lead production teams to redefine the process using data and algorithms.
- IT project managers working on a new customer interface. The program will give them the best practices for this type of project, but also let them explore how to increase cooperation on project management across various corporate departments.

What are the learning goals?

The training is for all employees. It is designed to enable them to facilitate digital transformation in their organisations. That means giving them the knowledge needed for successful management of digital transformation projects, particularly in terms of governance, team construction and project staging.

After training, participants will be able to:

- Mobilize the resources of their environment on transformation projects, by becoming the ambassadors and the agents of change;
- Build a digital transformation project management process (contribute to corporate strategy, governance, collaborative tools for project teams, project monitoring);
- Analyse digital transformation projects according to their contexts: customer experience design, process improvement;
- Position themselves as contributors on an agile project team (required skills, operating methods, interactions, etc.).

Arrangements

- Number of places: unlimited
- Prices: €1495 ESCP Business School is not subject to VAT
- Contact : talentdigitalescp@escp.eu

TRAINING CONTENTS

FACILITATED BY ESCP BUSINESS SCHOOL LECTURERS

Training duration: 18 hours

This online program is adapted from the three successful on-site versions. We have kept all its qualities intact in the online adaptation, which combines lectures recorded in the studio, live dialog with lecturers, a remote workshop and online tests and self-assessments.



unsupervised activity • asynchronous



supervised activity • synchronous

MODULE 1

4H

Fundamentals of digital transformation project management

1.1 Remote facilitated introductory session

The fundamentals of transformation.

Sessions supervised by Alexandre Tissot - PhD, Program Scientific Director, Lecturer, ESCP Business School (120 minutes)

1.2 Video lectures

Digital transformation and its industrial impacts, by Julie Le Cardinal, Professor at CentraleSupélec (60 minutes). Through a series of videos and questions, discover the basics of digital transformation: data vision, system vision.

Isabelle Kocher (former CEO, Engie) shares her vision (30 minutes), giving valuable insight into the strategic issues on digital transformation projects.

1.3 Validation of knowledge

Online test (20 minutes)

MODULE 2

3H1/2

Positioning as digital transformation project leader

2.1 Video lectures

Project manager skills, by Pr. Frank Bournois, Dean ESCP Business School (30 minutes).

The main skills required to lead projects in the digital era. Followed by a study to read on digital transformation skills by ESCP Business School and Netexplo Observatory (30 minutes).

2.2 Guided individual work session

Using a handbook, consolidate your own practices on the subject (120 minutes)

2.3 Validation of knowledge

Online test (30 minutes)

MODULE 3

3H

Best practices for digital transformation projects

3.1 Video lessons and lectures

Experience sharing on transforming customer experience, employee experience and business processes (60 minutes). Explore effective practices for managing digital transformation through first-hand accounts from project managers in major companies and an analysis of project management practices by ESCP Business School.

Best practices in digital transformation management, by Alexandre Tissot (30 minutes).

Discover the best practices for designing new customer and employee experiences through digital transformation projects.

3.2 Validation of knowledge

Online test (30 minutes)

MODULE 4

3H/2

Digital transformation projects' impacts on management and organisation

4.1 Video lectures

The work environment and tech, by Emmanuelle Léon, Lecturer, ESCP Business School Paris (30 minutes). See how digital tech is changing our workspaces in depth. How can they be reinvented in the era of digital tools and working from home? Agility of teams and organisations, by Marion Festing and Lynn Schaeffer, ESCP Business School Berlin (30 minutes). See how agility is an essential part of work organisation.

4.2 Remote session facilitated by a coach

In groups of 15, supervised by a coach on your understanding of the subjects, sharing your practices with other participants (90 minutes)

4.3 Video lecture

Florent Menegaux (CEO, Michelin) shares his vision of digital transformation (30 minutes)

4.4 Validation of knowledge

Online test (30 minutes)

MODULE 5

5H

Challenging your development of project management practices

5.1 Remote facilitated session

Wrap-up: what we've learned, what we take away. Session supervised by Alexandre Tissot (60 minutes)

5.2 Certification work

Drawing up a concept note on a topic selected from a list



Contact :
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