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OPEN ENROLLMENT PROGRAM

CUSTOM BUILT available

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Jointly organized by ASBM and AICB



LEADING AND ACCELERATING DIGITALLY-DRIVEN ORGANIZATIONS

PROGRAM DETAILS

| FACULTY | DATE/TIME | FEE |
|-----------------|---|-------------------------|
| Robin Speculand | 15 & 16 January 2025 9:00am – 5:00pm | RM 5,500 before SST* |

*Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.

Program Overview

This highly engaging, informative, and interactive 2-day program explains how traditional companies transform to being digitally driven and shares hard-won insights and best practices. You discover how top-performing digital transformation companies succeed, what they do differently, and how their leaders embrace leading in a digital world. You also acquire the often-missing frameworks and models to guide your organizations through digital transformation.

Two out of every three digital transformations still fail and only one in eight companies deliver long term sustainable performance organizations. The top three reasons digital transformation fail are:

- 1) leadership mindset
- 2) culture lagging behind the transformation
- 3) tweaking the business model rather than the whole business model transformation.

This program supports you to understand how to overcome these challenges by introducing practical, easy-to-adopt digital transformation tips and includes an award-winning model of how leaders can strategically position digital transformation and embed it into their organization.

You also discover your own digital maturity by completing an online assessment, as well learning from one of the top ten digital transformations in the world—DBS Bank, according to Harvard Business School.

On Day 2 of the program, you discover how to ensure that your top leadership and all your employees are aligned by articulating the organization's digital ambition. You also learn how to lead in a digital world; and craft your organization's playbook to accelerate its digital transformation. In the final part of the day, you learn from a second Harvard-listed case study (written by the facilitator) and identify specifically what you and your organization can do differently in the next 90 days.

Woven throughout the program are tips and best practices on how top-performing companies have succeeded in their digital transformation as well as lessons on what to avoid from past failures.

The program is biased toward identifying the right actions organizations need to take to accelerate its digital transformation and what leaders can do differently to lead it through this journey.

The program includes:

- A personal digital maturity assessment
- Ticking Clock© Model
- IDCLA© Framework
- Harvard listed digital transformation case studies
- Organization digital assessment
- Tips from top-performing organizations
- Digital Leadership Playbook
- Hard-won insights
- Global best practices

Learning Outcomes

At the end of the program, participants will be able to:

- Explain how to transform their company from traditional to being digitally driven;
- Apply the key digital building blocks and best practices into their own organization;
- Discover their personal digital maturity;
- Explain what to avoid and gain hard-won insights from local and international companies.

Pre-Program Preparation

Digital Maturity Index – Individual Assessment

Before attending this program, participants are required to complete a 6-minute online self-assessment, which reveals their individual level of digital maturity and position on the digital journey. Upon completion, participants will immediately receive a report with recommendations for digital growth.

Case Study – Pre-reading

Two case studies are provided as pre-reading which are discussed during the program in groups.

Who Should Attend

- Board of Directors
- Senior Management
- Leaders involved in digital transformation

Program Outline

DAY ONE

Session 1: Introduction to Digital Transformation Journey

The session begins with a discussion about digital transformation pitfalls that leaders need to be aware of and avoid; and tips for success based on examples from around the world. It introduces *The Ticking Clock*® Model which features three strategic stages and 11 operational steps that guide leaders in implementing the many moving parts of digital.

Session 2: Digital Transformation Assessment

In this session, participants are introduced to the Digital Transformation Assessment (DTA). Our research shows that leaders find it challenging to move from adopting to aligning their digital transformation into their organizations, which was the impetus to develop the DTA. The DTA helps to identify where organizations are on the digital maturity journey and can be used as a tool to accelerate that journey. The assessment is structured on the Ticking Clock Model.

Session 3: The Digital Maturity Index®

Digital has leveled the global playing field, with every organization feeling its effect on its customers and business models. This session reviews the pre-workshop online assessment and identify individual opportunities for growth. It introduces the Digital Maturity Index which identifies whether you are Reacting, Embedding, or Strategic when leveraging digitalization.

Session 4: Case Study - DBS Bank

This session discusses the DBS Bank case study. Under CEO Piyush Gupta's stewardship, DBS Bank has transformed from a traditional bank to being recognized as the best bank in the world. The discussion focuses on three strategic principles – technology, customer and culture – which drove the bank's transformation. The case reveals amazing stories of how every area of the bank adopted Making Banking Joyful (the internal name for DBS's strategy). In addition, participants will view exclusive videos and hear insights drawn from the facilitator's research in publishing with the bank, the international best-selling book, *World's Best Bank*.

Program Outline

DAY TWO

Session 5: Digital Ambition

A significant difference between top-performing digitally-driven organizations and others is that they have articulated their digital ambition. This session introduces the IDCLA Framework and initiates the discussion about the organization's digital ambition. The session also identifies what the organization requires for success based on the Ticking Clock model by participating in the Tick Tock cards exercise. This facilitates an interactive discussion about pivotal questions and starts to identify the right actions to take.

Session 6: Leading a Digital Transformation

This session considers the kind of leader that is required to lead a digital transformation. Such leaders need to move from vertical to horizontal leadership. This involves moving away from a bureaucratic, meeting-orientated, upward approval structure to one where employees are customer-driven, tremendously data-driven, and empowered.

Session 7: Case Study Discussion

A second case study reinforces how others have succeeded in becoming digitally-driven and best practices that your organization can adopt.

Session 8: Digital Transformation Action Plan

This session identifies what participants can do differently in the next 90 days. It enables participants to reflect on key learning takeaways from the program and discuss what needs to be adopted into their individual organizations.

Faculty



Robin Speculand is a recognized pioneer and expert in strategy and digital implementation. He is driven to transform strategy implementation by inspiring global leaders and board members to adopt a different mindset and approach. The founder of three companies, Robin is CEO of *Bridges Business Consultancy Int* and co-founder of the *Strategy Implementation Institute and Digital Leadership Specialists*. A TEDx presenter and Thinkers50 nominee, he is a facilitator for ASB, IMD, NUS, Duke CE, and SMU and is consistently recognized as one of the Top 10 Global Management Gurus. As a best-selling author, he has written nine books, including his most recent ones: *World's Best Bank: A Strategic Guide to Digital Transformation (translated into six languages)* and *Implement: The Discipline of Doing in a Digital World (to be released 2024)*.



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