

OPEN ENROLLMENT PROGRAM



ACCELERATING YOUR ORGANIZATION'S TRANSFORMATION IN A DIGITAL WORLD

PROGRAM DETAILS

| FACULTY | DATE/TIME | FEE |
|-----------------|--|------------------------|
| Robin Speculand | 11 & 12 August 2025 9.00AM - 5.00PM | RM5,500 before SST* |

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

Program Overview

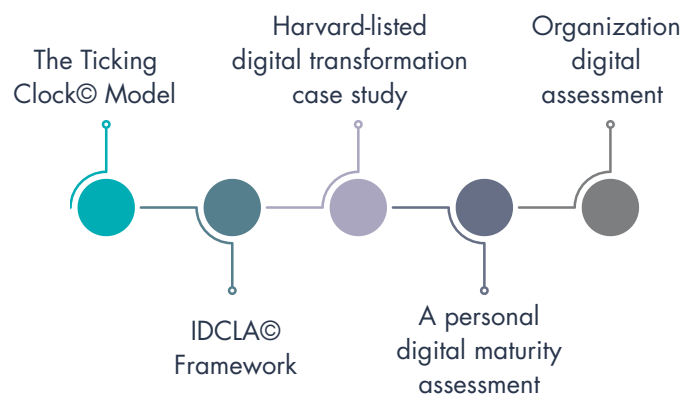
Discover the secrets and best practices of how traditional organizations transform to being digitally driven, and avoid the mistakes that cause two out of three to fail.

The challenge for leaders is to embed digital transformation into every part of their organization. The research reveals (from Bridges) that leaders are struggling to fully align the organization, create a powerful digital ambition, identify the right digital measures, change the mindset of employees to become truly customer-obsessed, and create a more agile culture that encourages experimentation. **This program provides you with a playbook and model to transform your organization in today's digital world.**

Crafting your strategy in a digital world is a top-down-driven initiative, while digital transformation is a bottom-up-driven initiative. It involves, for example, hackathons, customer journeys, Gen AI, and design thinking.

In this highly engaging, informative, and interactive two-day program, you'll discover a framework that highlights the three strategic stages and 11 operational steps for transformation success. You'll also discover hard-won insights and best practices from top-performing digital transformation organizations and leaders.

To emphasize the business approach and new leadership style required to guide your organization through its digital transformation journey, the program includes:



This program supports you to overcome challenges by introducing practical, easy-to-adopt digital transformation tips and techniques.

You will also discover how to ensure leaders and employees are aligned by leveraging the organization's digital ambition and learning how to accelerate the transformation.



This program is based on the speaker's internationally best-selling book, **Implement: Doing it Right in a Digital World**. This book gives leaders a disciplined mindset and often-missing implementation tools, tips, and techniques. Piyush Gupta, CEO of DBS Bank, wrote the foreword, and it has been endorsed by Thinkers50, Drucker Forum, Marshall Goldsmith, and others.

Pre-Program Preparation

Digital Maturity Index – Individual Assessment

Before attending this program, you will need to complete a 4-minute online self-assessment that reveals your individual level of digital maturity. Upon completion, you will immediately receive a report with recommended resources for your digital growth.



Case Study – Pre-reading

A case study is provided as pre-reading, and it will be discussed in groups during the program.

Learning Outcomes

- Explain how to transform their company to being digitally driven
- Adopt a framework to guide an organization through its digital transformation
- Apply and adopt key digital building blocks and best practices into their own organizations
- Discover their personal digital maturity
- Explain what to avoid, and gain hard-won insights from local and international companies
- Accelerate their organization's digital transformation to keep pace with the rapidly changing strategic landscape

Who Will Benefit?

- Leaders involved in digital transformation
- Chief Digital Officer
- Chief Information Officer
- Chief Transformation Officer
- C-Suite leading in a digital world
- Board of Directors

DAY 1

Session 1: The Digital Transformation Challenge

The program begins with a discussion about digital transformation pitfalls for leaders to be aware of and avoid. It features tips for success based on examples from organizations in Malaysia and around the world.

Session 2: A Framework for Success

The award-winning Ticking Clock® Model explains the three strategic stages and 11 operational steps required to move a company toward being digitally driven.

This Model is based on research involving more than 5,000 leaders across four continents and 18 countries.



The Ticking Clock© Model

Session 3: Digital Transformation Questions

You will discuss thought-provoking questions based on the Ticking Clock Model to determine what needs to be done to accelerate your organization's digital transformation.

Session 4: Digital Transformation Assessment (DTA)

In this session, you are introduced to the Digital Transformation Assessment (DTA), structured on the Ticking Clock Model. Research shows that leaders find it challenging to move from adopting to aligning their digital transformation into their organizations. This challenge became the impetus to develop this tool. The DTA helps identify where your organization is on its digital maturity journey and what are the right actions to take.

Session 5: The Digital Maturity Index®

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

Session 6: Case Study - DBS Bank

This session discusses the DBS Bank case study. Under former CEO Piyush Gupta's stewardship, DBS Bank transformed from a traditional bank to being recognized as the best bank in the world. The discussion focuses on the three strategic principles—technology, customer, and culture—that drove the bank's transformation. The case study reveals amazing stories of how every area of the bank adopted Making Banking Joyful (the internal name for DBS's strategy).

In addition, you will view exclusive videos and hear insights from the speaker's research in writing and publishing *World's Best Bank*, an international best-selling book, and three Harvard University-listed DBS case studies.

DAY 2

Session 7: Digital Ambition

A significant difference between top-performing digitally driven organizations and others is that their leaders have articulated their digital ambition.

This session introduces the IDCLA Framework and initiates a discussion about your organization's digital ambition.

Session 8: Leading a Digital Transformation

This session considers the kind of leader required to lead a digital transformation—one who must move from vertical to horizontal leadership. This involves changing from a bureaucratic, meeting-orientated, upward-approval structure to one in which employees are customer-driven, tremendously data-driven, and empowered to take action.

Session 9: Speed of Transformation

What is the right pace for digital transformation? In this session, you will discover the right speed to drive change in your organization.

All organizations need to transform but not at the same pace.

Session 10: Digital Transformation Action Plan

This session identifies what to do differently in the next 90 days. It enables you to reflect on key learning takeaways from the program and emphasizes what specifically needs to be adopted into your organization.

Faculty



As a global expert on strategy and digital implementation, Robin Speculand supports C-suite and boards in transforming their organizations.

Robin is among the world's most prolific writers on implementation, having authored nine books including *World's Best Bank: A Strategic Guide to Digital Transformation* and *Implement: Doing It Right in a Digital World*. Robin is the founder of Bridges Business Consultancy Int. and co-founder of the Strategy Implementation Institute and Digital Leadership Specialists.

In 2014, Robin recognized that digital transformation presented new and more difficult challenges than previous strategy implementations. He developed critical models and created a suite of effective tools to support leaders in successful strategy implementation.

Robin's expertise has been featured on CNN, BBC World, CNBC, *Forbes*, and other media. He is a frequent keynote speaker, a facilitator at business schools, and a Harvard-listed award-winning case study writer. With Piyush Gupta, CEO of DBS Bank, he was nominated for the Thinkers50 "Ideas into Practice Award" and is an Ambassador for the Peter Drucker Forum.

A resident of Singapore and a native of Scotland, Robin was recognized by the First Minister of Scotland as a "GlobalScot" for his passionate contribution to international business. Outside of work, he enjoys training for and competing in Ironman events around the world.



Iclif Executive Education Center

Asia School of Business Iclif Executive Education Center
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur
Email: ExecEd@asb.edu.my

asb.edu.my



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