

MORE THAN AI, MACHINE LEARNING, ROBOTICS, ETC.: STRATEGIC APPROACH TO DIGITAL TRANSFORMATION

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INTRODUCTION

Organizations and their leaders are “attacked” by an ever increasing digital wave. Consider the following technologies:

Social Networks, Mobile Applications, Business Analytics and Big Data, Cloud Computing, Artificial Intelligence and Machine Learning, Wearable Computing, Cognitive Computing, Advanced Robotics, Internet of Things, Virtual and Augmented Reality, 3D Printing and more.

All these technologies and many others have totally changed the way we live and the way organizations do business. Today, managers in all organizations have to deal with the new challenges of digital technologies. These technologies have led to the appearance of new business models such as sharing economy, crowdfunding, e-commerce, products sold as services and more. At the 2016 Davos Economic Forum, these changes were even referred to as the fourth industrial revolution, a revolution that is changing the rules of the game, disrupting business sectors and blurring the borders between them. It is a phenomenon that can be described as digital transformation.

This digital transformation is a source of both opportunities and risks and contending with it therefore obliges the organization to adopt a culture of business flexibility, constant awareness to changes in the business environment, and the ability to make informed decisions based on an the understanding of the value embodied in data. Importantly, it also requires advancing and encouraging innovation and a willingness to take risks. This is a profound business and organizational change for the organization to implement and it is an essential condition for the manager operating in today’s dynamic, global and digital environment.

PROGRAMME OVERVIEW

- Key nature of the digital force
- Unique business models that use modern digital technologies
- The challenges that affect organizations in implementation
- Personal tips and tricks to allow us to become digital leaders

WHO SHOULD ATTEND

Managers and professionals in all areas responsible for leading strategy, innovation, and organizational change in their companies. CEOs, senior managers, and directors from the private and public sectors and governmental agencies, chief digital officers (CDOs), Chief Information Officers (CIO’s), Chief Technology Officers (CTOs), business and technology consultants, and business leaders in all areas interested in carrying out digital change in the organization.

DATE AND TIME

Thursday, 21 March 2019
9:00 am to 5:00 pm

REGISTRATION LINK

Please click this QR code or visit website:
www.hkma.org.hk/sivan/digitaltransformation



FEE

HKMA Member: HK\$2,780

Non-member: HK\$2,980

Early Bird Discount: HK\$200 per person (for payment received before 21 February 2019)

Group Discount: HK\$200 less per person (for two or more bookings from the same company)

VENUE

The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG

LANGUAGE MEDIUM

English

CONTENTS

- **The context** – why is innovation so critical to the survival of organizations; the main forces of the 21st century (fast, messy, global), the unique role of digital
- **Five Platforms of Innovation** – Process innovation platforms, Generative innovation platforms, Analytic innovation platforms, Ready-made innovation platforms and Building innovation platforms
- **Presentation of the two-way relationship between the digital technologies and the classical business strategy models**, e.g. Porter's five forces, Value chain and generic strategies and the Blue Ocean model
- **Reflection** – the effect on our personal and organizational lives

OUTCOMES

- Understand the major digital forces
- Master the key to building innovative platforms
- Learn to become a digital leader
- Personal tips and tricks to allow us to become digital leaders

SEMINAR LEADER

Professor Yesha Sivan is the founder and CEO of i8 ventures - a business platform focusing on "innovating innovating". He is also a visiting professor of innovation and venture at The Chinese University of Hong Kong Business School. Sivan's professional experience includes developing and deploying innovative solutions for corporate, hi-tech, government, and defense environments. He focuses on digital strategy (SVIT – Strategic Value of Innovation Technology), innovation and venture (employment black holes), mindful leadership (orange bike workshop), virtual worlds (3D3C platforms), and knowledge age standards. After receiving his doctorate from Harvard University, he has taught EMBA, MBA, executives, engineering and design courses in his areas of expertise.



ENQUIRIES

For course details, please contact Ms Diana Li on 2774-8552 or dianali@hkma.org.hk; or visit the HKMA website: www.hkma.org.hk/sivan/digitaltransformation. For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2365-1000.

HKMA INSTITUTE OF ADVANCED MANAGEMENT DEVELOPMENT

The Institute of Advanced Management Development (AMD) was established on 1 May 2015 to offer world-class management programmes for senior executive development and top-notch management consulting services with a view to making significant contribution to advancing management talent and corporate development in Hong Kong and this region. AMD has become a global centre of excellence that provides a platform for renowned scholars and management experts from around the world to interact with our fellows and members, as well as senior executives from business and public sectors. In the process, state of the art knowledge and innovative ideas that are relevant to the economic development of Hong Kong and the Region are imparted and generated.