



# Leadership in the Digital Age

Learn how you can develop new organisational skills and capabilities to be a leader in the digital age.



## Overview

The digital, data-intensive economy has provided a plethora of technologies that facilitate new value propositions, customer engagements and business models. Combined with increased levels of digital literacy in a well-connected society, this has led to an opportunity-rich environment which benefits leaders with a high sense of ambition.

This one-day course will provide a set of contemporary, research-informed tools for leaders who want to shape revenue-resilient organisations that strive in the digital age.

## Evolve with QUTeX

Professionals who develop their leadership skills with QUTeX develop real-world capabilities today, that they can bring to their workplace challenges tomorrow. With this one-day workshop, you'll learn how to manage and develop strategies for digital opportunities, so you can achieve the best outcomes for yourself or your organisation.

This course is appropriate for business leaders and managers with an interest in developing their organisation to thrive in the digital age.

No prior experience or training in this area is required for this course.



## Your expert facilitator

### Professor Michael Rosemann

Michael Rosemann is a disruptive thinker with a digital mind and a passion for corporate innovation (eco)systems. His work is focused on creating exciting future worlds with today's possibilities that make current practices obsolete.

As a researcher and advisor to board rooms and senior executives, he is committed to advancing knowledge and confidence in the areas of revenue resilience, digital mindfulness and innovation/opportunity management.

Website: <http://www.michaelrosemann.com/>.



## Course at a glance

### Core Concepts

This one-day workshop will cover a range of topics, including:

- A Sense of Ambition
- Managing Digital Opportunities
- Strategy Tools for the Digital Age
- Creating a digital strategy

*(see over for more details)*

### Certification

At the end of the course, you'll receive a Certificate of Attendance documenting your participation in the course.



21 February 2020



Brisbane



1 Day



Certificate of attendance



From \$790



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# Executive Course: Leadership in the Digital Age



## Core Concepts

This one-day workshop will cover a range of topics, including:

- **A Sense of Ambition**
  - From mass production to industry 5.0
  - Disruptive and non-disruptive digital innovation
  - The revenue-resilient organisation
  - Kotter revised: It now starts with ambition
- **Managing Digital Opportunities**
  - Why we prefer problems over opportunities
  - The role of an opportunity appetite statement
  - Why you might need a Chief Opportunity Officer?
  - Identifying your growth pathway: The opportunity catalyst
- **Strategy Tools for the Digital Age**
  - Maximise your share of digital attention
  - From share of wallet to share of data
  - From products to platforms
  - Digital ways to create trusted solutions
- **Creating a digital strategy**
  - MVS: The minimum viable strategy
  - Examples for digital strategies
  - Innovation-led strategy
  - Executing well: Digital transformation

## Registration Details

### Registration Type

Early Bird registration (closes 7 February 2020)	\$790 (inc. GST)
Standard registration (closes 19 February 2020)	\$880 (inc. GST)
QUT Alumni/Staff registration	\$660 (inc. GST)
Group registration (4 or more)	\$790 (inc. GST)

### When and where

Friday, 21 February 2020  
9:00am - 4:30pm (registration from 8:45am)

QUT Executive Education Centre  
B Block, QUT Gardens Point  
2 George St  
Brisbane QLD 4001



## Get future fit. Fast.

For more information about this course or other learning solutions offered by QUTeX, please contact:

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