

# Leadership in the Digital Age

## Bolster your leadership capabilities to take advantage of today's opportunity-rich digital environment.

The opportunities for business have multiplied as the world embraces digital technologies, more organisations go online, and society becomes increasingly well-connected. This data-led, digital-driven era has produced a plethora of new technologies to facilitate new value propositions, customer engagements and business models. Learn contemporary, research-informed tools and capabilities to shape a revenue-resilient organisation that thrives in the digital economy.

## Evolve with QUTeX

Identify, manage and develop strategies to harness digital opportunities with QUTeX. Future-proof your skills by learning to embrace new data-driven technologies and how to use the digital age to your advantage to build a robust, forward-thinking organisation.

### Core concepts

#### A Sense of Ambition

- From mass production to industry 5.0;
- Disruptive and non-disruptive digital innovation;
- Revenue-resilient organisations; and
- Kotter revised: It now starts with ambition.

#### Managing Digital Opportunities

- Preferring problems over opportunities;
- The role of an opportunity appetite statement;
- Does your organisation need a Chief Opportunity Officer; and
- 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';
- Products to platforms; and
- Digital solutions.

#### Creating a Digital Strategy

- MVS: The minimum viable strategy;
- Digital strategy examples;
- Innovation-led strategies; and
- Digital transformation and execution.

## Who should participate?

Leadership in the Digital Age assists business leaders and managers in positioning their organisation to thrive in today's digital landscape. This course requires no prior experience or training.

## 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.

 Duration: 4 Virtual Sessions

 Certificate of Attendance

 Cost: From \$710

## Apply Now

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Blog: [blogs.qut.edu.au/qutex](http://blogs.qut.edu.au/qutex)

## Cost

Early Bird registration	\$710 (inc. GST)
Standard registration	\$790 (inc. GST)
QUT Alumni / Staff registration	\$595 (inc. GST)
Group registration (5 or more)	\$710 per person (inc. GST)