

Become an effective mobiliser of change

Leading change in the digital era



QUEEN'S
UNIVERSITY
BELFAST

WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE



DigitalCampus

Certificate of
Completion

Acquire the leadership skills to drive organisational transformation and thrive in changing times.

WHY? Organisations are not meant to be static. In a world of increasing uncertainty, competitive dynamism, market volatility and socio-technological transformation, companies must be able to adapt and change quickly. An organisation's willingness to disrupt itself and its ability to continuously mobilise behavioural change, has become a mission-critical leadership capability in today's business world.

Learn how to effectively lead change within and across operational boundaries and ecosystems to build resilient, innovative and competitive organisations able to thrive in disruptive markets.

Aimed at

Leaders and senior executives responsible for shaping future fit organisations and mobilising behavioural change and organisational transformation.



Duration: 9 weeks (comprising online learning content, virtual fireside chats, peer discussions and group activity)



Price: ZAR 25 570 (VAT exclusive)
South African students will be charged 15% VAT

This unique executive education program unites the resources and prestige of DigitalCampus and Queen's University Belfast, creating an educational experience in this digital era unlike any other.

IMAGINE

Developing a hands-on leadership playbook that helps your organisation set its strategic direction, stimulate organisational transformation, and galvanise your teams to take action that yields quantifiable results.

Learning outcomes

- Identify and critically discuss pre-eminent strategic change leadership issues faced by business executives
- Gain detailed knowledge and understanding of core concepts and frameworks in strategic change leadership
- Evaluate the impact of strategic change leadership within and across operational boundaries and ecosystems
- Evaluate the why, where and how of change leadership in a turbulent and dynamic business environment
- Critically analyse the efforts of companies in the field of strategic change leadership and derive lessons learned as well as actionable recommendations
- Develop a clear focus and improve the way you lead strategic change and transform your organisation

The Leading Change in the Digital Era short course provides insights into strategic change leadership theories and a practical hands-on playbook for leaders in today's digital world.

Leading Change in the Digital Era Short Course Prospectus

Format

Online Short Course in partnership with the William J Clinton Leadership Institute, Queen's University Belfast
Certificate of Completion (Digital badge)

Breakdown

9 weeks consecutive online learning (comprising asynchronous content, virtual fireside chat and group activity with peer and lecturer review)

Language

English

Course Outcomes (Summarised)

- Explore digital disruption and how it has redefined the rules of the game
- Identify the organisational dynamics defining success during digital transformation
- Identify the choices, conditions and capabilities to generate sustained competitive advantage in the digital world
- Develop and deploy a hands-on digital transformation plan that yields quantifiable results

The Learning Journey

Week 1

Orientation
Learner Orientation

An introduction to the online learning journey and the services and support available

Week 2 – 3

Module 1
The digital intelligence era

Understand the impact of digitalisation and exponential technologies on organisations and how new paradigms redefine the rules of the game.

A virtual fireside chat with the lecturer takes place in Week 3. 

Week 4 – 5

Module 2
Rethinking strategic change leadership for the digital era

Read and lead the organisational dynamics that define success during digital transformation.

A virtual fireside chat with the lecturer takes place in Week 5. 

Week 6 – 7

Module 3
Designing an effective strategy for organisational transformation in the digital era

Identify the choices, conditions and capabilities that generate sustained competitive advantage in the digital world.

A virtual fireside chat with the lecturer takes place in Week 7. 

Week 8 – 9

Module 4
The transformation roadmap and strategic change leadership playbook

Develop and deploy a hands-on digital transformation plan that yields quantifiable results.

This module includes a group activity for submission and review

A virtual fireside chat with the lecturer takes place in Week 9. 

Leading Change in the Digital Era Short Course Prospectus

Course and Module Overview

Course Overview

Organisations are not meant to be static. In a world of increasing uncertainty, competitive dynamism, market volatility and socio-technological transformation, companies must be able to adapt and change quickly. An organisation's willingness to disrupt itself and its ability to continuously mobilise behavioural change, has become a mission-critical capability in today's business world.

This short course provides insights into strategic change leadership theories and a practical hands-on playbook for leaders in today's digital world. Participants will learn how to improve their effectiveness in leading change within and across operational boundaries, and ecosystems to ensure the organisation remains innovative and competitive in a disruptive market.

Module 1: The Digital Intelligence Era

This module explores the context of organisational change through the prism of technological enablement, environmental turbulence as well as multi-crisis, and analyses how the 'creative destruction' of digitalisation leads to new leadership paradigms.

- **Topic 1:** The era of digital intelligence and big tech
- **Topic 2:** The interplay of technological disruption and organisational adaptation
- **Topic 3:** The context of environmental turbulence and multi-crisis
- **Topic 4:** The new paradigms of management in the digital age
- **Topic 5:** The co-alignment of human and machine

Module 2: Rethinking strategic change leadership for the digital era

This module examines the fundamental organisational question of 'why change?', explains major organisational dynamics and sheds light on leaders' mandate of creating long-lasting positive change.

- **Topic 1:** The concept of organisational change
- **Topic 2:** The importance of organisational culture
- **Topic 3:** The dynamics that impact organisational change
- **Topic 4:** The ways of changing organisations
- **Topic 5:** The role of leaders in organisational change

Leading Change in the Digital Era Short Course Prospectus

Course and Module Overview *continued*

Module 3:

Designing an effective strategy for organisational transformation in the digital era

This module will reflect on the major definitions, theories and assumptions of strategic management and reviews the drivers of strategic implementation with a specific focus on strategic change.

- **Topic 1:** The concept of strategy
- **Topic 2:** The theoretical foundation and process of strategy
- **Topic 3:** The strategic choices at corporate, business and functional level
- **Topic 4:** The tools and techniques for strategic analysis and planning
- **Topic 5:** The implementation of strategy

Module 4:

The transformation roadmap and strategic change leadership playbook

This module will look at how to develop and deploy a hands-on digital transformation plan that mobilises the organisation and yields quantifiable results. We will apply the strategies, tools and tactics behind the strategic change leadership process and integrate them in an easy-to-use transformation roadmap.

- **Topic 1:** The concept of equifinality
- **Topic 2:** The power of mapping a course of action
- **Topic 3:** The end-to-end application of the strategic change leadership playbook
- **Topic 4:** The discussion of real-world scenarios and practices (fireplace chat)
- **Topic 5:** The hands-on digital transformation plan

Fireside Chats and group activity: (During Module 4)

In addition to working through the asynchronous content, the learning journey provides the opportunity to engage with your lecturer and fellow learners on topics relevant to the course during fortnightly virtual fireside chats. These fireside chats will be run in Week 3, Week 5, Week 7 and Week 9 of the course.

Explore the strategies, tools and tactics through a group activity. You will be required to work with a group of your peers to prepare and submit a sample roadmap applying relevant strategies, tools and tactics from the course. Once submitted, you will have the opportunity to review and provide feedback on the submissions from other groups.



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Ulf is a highly experienced strategist and leadership expert, business consultant, author and keynote speaker. He has more than 20 years of international experience serving as Head of Organisational Change and Talent Management with top-management consultancies. He has personally led multiple large-scale transformation and leadership programmes for some of the world's best-known organisations across various industries.





DigitalCampus



LRMG

Igniting People. Igniting Growth.

DigitalCampus is an online education platform owned by LRMG (Pty) Ltd. It was established to provide university and education institution certified short courses to the African market.

LRMG has a certified AAA+ rating and is a Level 1 Contributor to B-BBEE as per the South African DTI's gazetted Codes of Good Practice. LRMG has a 25-year global track record for creating profit through people and their processes. We service clients in 18 African countries.

We understand that studying can be daunting. But it doesn't have to mean time out of the office, tedious travel to a campus, or fitting in with the University's schedule. DigitalCampus brings the campus experience online. Our dedicated course leaders facilitate your journey

and you receive all the support you need to successfully complete the course. With expert content designed to deliver individual and business competence in collaborative and engaging blended learning experiences, you can take the all-important step towards that new role.


We make it simple to access the skills you need.

Our mission at DigitalCampus is to help you reimagine your personal and professional potential and transform into the shape you need to fly. Our reward? The smile on your face when you get to show off your digital learning badge from DigitalCampus and Queen's University Belfast.

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Pay Options

We have various payment options for students.

When you apply we will be able to discuss these with you and help you choose the best option for you.