

RAQMANA Series

‘Digital Transformation for SME Executives’

Providers: UnitX

Duration: 3 days (3 hours a day; comprises of lectures, discussions and/or hands on sessions)

Delivery Method: Online

General Overview

Description

The workshop will focus on how to access opportunities for Digital Transformation within the participants’ line of business or enterprise. Here participants will get an overview of what digital transformation is, and how digital technologies can disrupt existing business models. There will also be work sessions where participants work on the digital transformation canvas that will take them through the different areas of transforming their business, viz. customer experience, business model, leadership & skills, internal processes, cloud & data usage, and use of new technologies. UnitX mentors will guide them through the work sessions by drawing parallels with existing industry practices, and with case studies as examples.

▪ Goals

- *Impart to the executive’s knowledge and experience in digital technologies and their adoption to enable them to build their enterprise roadmap for digital transformation*
- *Provide a bird’s eye view of Digital technologies and how they disrupt business value chains using industry case studies*
- *Bring participants up to date with digital trends in their industry*
- *Hands-on sessions that help iterate digital transformation strategies quickly and help participants evaluate the status quo with regards to leadership, relationships, information, operations and talent*

▪ Target Audience

▪ **Technical Skill Requirement**

None

▪ **System requirements**

Computer with an internet connection and a web browser

▪ **Agenda**

Day 1	
15:00-15:15	Introduction to KAUST and UnitX
15:15-15:45	Ice Breaker
15:45-16:00	Break
16:00-16:45	Overview of digital transformation with industry examples <ul style="list-style-type: none">• What is digital transformation?• What are the important digital technologies today? Cloud, AI, Automation, Mobile Apps, 4G & 5G, IoT, Data Analytics, Social Media, Blockchain• 2 Industry Examples

16:45-17:30	<p>How to become a good digital leader and develop a roadmap for digital transformation</p> <ul style="list-style-type: none"> • Why do digital technologies have massive impact? They disrupt the business value chain, reduce transaction cost and enhance customer experience • The six pillars of digital transformation: Customer Relationships, Business Model, Leadership & Talent, Information, Processes, Technology • The seventh pillar that encompasses all: Culture • How can any manager become a good digital leader? • Introduction to the digital transformation canvas that helps examine the seven pillars and create a digital transformation roadmap for your enterprise. • Overview of work sessions to follow where participants will develop roadmaps using the digital transformation canvas
17:30-18:00	<p>Case Study Introduction</p> <p>The UnitX team will introduce a local case study in need of digital transformation</p>

Day 2	
15:00-15:30	<p>Work Session: Customer Centricity</p> <ul style="list-style-type: none"> • Customer’s digital pathway to purchase • Where does your business stand and what are your customer’s new needs in each segment of your product or service offerings? Participants will identify their customer’s needs and methods to address those needs.
15:30-15:45	Break

15:45–16:15	<p>Work Session: New Technology Assessment</p> <ul style="list-style-type: none"> • For your industry, understand what the top three digital technologies are, and how other companies are using it • Results from industry surveys across the globe and examples for 3 industries • How can managers keep themselves updated with the latest industry trends?
16:15–16:45	<p>Work Session: Cloud & Data</p> <ul style="list-style-type: none"> • Have you linked the existing platforms and data in the best way possible? • What value can you extract from your data?
16:45–18:00	<p>Work Session: Old Digital Business Model</p> <ul style="list-style-type: none"> • What is a business model? Value proposition, customer segments, channels, partners, vendors, cost structure and revenue structure • How resistant and future-proof is your current business model? • What business models do your competitors offer? • What are the components of your value chain, which ones drive digital customer benefits and which ones can be offered separately? • Which channels have the potential to increase market capture?

Day 3

15:00–15:30	<p>Work Session: New Digital Business Model</p> <ul style="list-style-type: none"> ● What is a business model? Value proposition, customer segments, channels, partners, vendors, cost structure and revenue structure ● How resistant and future-proof is your current business model? ● What business models do your competitors offer? ● What are the components of your value chain, which ones drive digital customer benefits and which ones can be offered separately? ● Which channels have the potential to increase market capture?
15:30–16:00	<p>Work Session: Internal Processes & Functions</p> <ul style="list-style-type: none"> ● What is your current process map? ● Which processes can you digitize or automate and how? ● Which processes can react more dynamically to the market? ● What are the IT requirements driven by the new processes? ● How will you measure KPI's in the future? ● What are the quick-wins?
16:00–16:15	Break
16:15–17:00	<p>Work Session: Leadership, Skills & Culture</p> <ul style="list-style-type: none"> ● Where do your employees stand and what is their view towards digital transformation? ● How do you develop the foundations for digital leadership together with our employees? ● What skills do you need to successfully implement transformation?

	<ul style="list-style-type: none"> • How can you support transformation processes? • Where does it make sense to offer digital and mobile working arrangements? • How do you support your employees through the process?
17:00-17:30	<p>Work Session: Digital Marketing</p> <ul style="list-style-type: none"> • What is our new, holistic digital marketing strategy? (marketing, distribution, sales, customer service)? • How will the different teams be restructured and work together in the future? • Which platforms and solutions (e.g. marketing automation, e-commerce, CRM, content marketing, social media) will we use in the future? • How do we continuously optimize our marketing and sales initiatives/motions?
17:30-18:00	<ul style="list-style-type: none"> • Audience survey for their digital transformation roadmap • Q&A • Final Remarks

For more information contact sme@kaust.edu.sa

To learn more about UnitX, visit our website: <https://unitx.io/>

Our Partners

