

Digital Business Transformation (DBT) –

Why companies need to disrupt themselves in order to stay relevant

Sabrina Sommer, UK

Course Description:

When we have a new technology available, why can't we "just" implement it into the business world? While consumer can easily buy a new mobile phone or the latest gadgets, companies are often limited by their existing infrastructure and workforce. But if companies are not able to deliver their products and services based on customer expectations, they soon will lose their customers. So, how can companies stay relevant?

This course will provide you with an understanding of the following elements:

- The context in which companies are operating today, and in the future.
- The difficulties of implementing any new technology into an existing business from different perspectives (Change Management, Project Delivery, Technology Integration)
- What trends are out there right now and why they are important, including their pre-requisites, advantages and (ethical) challenges
- Introduction into a variety of modern business tools and techniques (Business Model Canvas, Value Proposition, Agile Delivery, Human Centred Design, Design Thinking, Project planning, Change Management, Business Process Design)

During the course you will be working in teams and simulating a project delivery. We will be using an agile delivery approach where each team will be presenting their results every Friday.

We will be discussing your expectations and interest areas at the beginning of the course, which will input into the delivery of the content based on what is relevant for you so please have a think beforehand.

Why you should select this course:

Understanding how the business world works today and why companies are operating in the way they do will give you a head start when you enter the job market.

The tools and case studies we will be using as part of this course will help you developing an entrepreneurial mindset and how you can use creativity to solve challenges ahead of you.

These capabilities will be giving you a competitive advantage whether you are going to work for a large company, a start-up or even want to set-up your own company.

Learning Outcomes:

After this course, you will have learned the following:

- Working with people who you have not met before, building a team and completing a project together while improving your communication and presentation skills.
- A variety of business tools and techniques you will be able to use in various upcoming situation during your studies or in a business context.
- A holistic understanding how businesses work today, what trends you need to know about and what to watch out for
- Understand the basics of any technology implementation including knowledge about data, business processes and reporting
- How to identify motivators and needs for individuals and customers and how you can adapt your value proposition or your communication style accordingly.

Content:

Business Context

- Development from Industry 1.0 to Industry 4.0 and the implications for businesses
- As the technology is there, why is not everyone using it?
- Resistance to change in organisations

Data Processing

- What is data and how to structure it
- Big Data and Reporting
- Defining the right process: Crap in , Crap out
- How to capture the right data

Industry 4.0: AI and Automation

- Understanding AI, ML and RPA
- Benefits and Challenges
- Examples of current and future applications

How to implement new technology in the business

- Understanding customer and user needs
- Outlining the vision and strategy
- Defining the digital capabilities and assessing the maturity within the organisation
- Disruption of business models and developing new business processes
- How to create a transformation plan and implement the change successfully

Case Studies

- Amazon – The keys to their success
- Kodak – Why did they lose their market share in photography
- #wearenotwaiting – The power of open source and data for diabetics around the world

Tools and Techniques used:

- How to build a high-performing team
- Communication
- Understanding the “Canvas Technique” for Business Models, Service Design, Human-Centred Design
- Agile delivery methodologies
- OKRs and Reporting techniques

Prerequisites:

There are no particular prerequisites to attend the course. No programming skills are needed, nor form part of the course.

Preparation for the course:

No pre-reading is required, but if you are interested to find out more about what we will be doing, check out this link:

<http://b.link/Xamk-May-2019-Digital-Business-Transformation>

Assessment:

You will be working on a group project together with other members of the course.

The exact topic and requirements for the work will be explained at the beginning of the course.

You will be assessed as a group and you will be presenting your results in a “Show & Tell” every Friday. The final evaluation is therefore split into three parts:

First and second Friday: Each 20 % of assessment

- 15% Lecturer Assessment
- 5% Overall Student Feedback

Third Friday: 60% of assessment

- 50% Panel Assessment
- 10% Overall Student Feedback

Sabrina Sommer



Hi, I am Sabrina and I am looking forward to meeting you in Kouvola in May. I will be sharing some of my past experiences and want to learn a lot from

you and about your career passion.

For the last nearly 20 years I have been leading the delivery of large software integration projects and Digital Business Transformation (DBT) programmes with teams of 150+ members from different cultures and in different countries. My customers were in various industries and sectors across Manufacturing, Retail, Banking, Telco, Ecommerce and Public Transport, to just name a few.

However, while I was very successful in my job, I felt that I was lacking the confidence into my wider business skills outside of project management and so I started an Executive MBA in 2017 at Cranfield University, UK to learn more about General Management. Shortly after the first few months on the EMBA I got approached to work on yet larger and bigger programmes and was promoted to the director level. The opportunity was exciting, and I felt great at first, but at the same time the MBA journey made me rethink the impact I could have in my daily work.

I had realised many years ago that a big part of my success was my focus on people, relationships and adding value for my customer.

Like Richard Branson says: *"Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients."*

When the feeling grew that I had outgrown my delivery and operations role, I started working more and more with entrepreneurs, start-ups

and students as I was (and am) admiring their energy to drive their ideas and dreams forward despite lots of resistance. So, I thought what better impact can I have than helping others figuring out where their passion lies, share my experience on how to build high-performing teams, design robust business processes and grow businesses sustainably.

As a result, I left my previous "Dream Job" as Delivery Director to now work with the Bettany Centre of Entrepreneurship at Cranfield University. In addition, I support start-ups with my expertise in technical, operational and business topics and coach Executives, Entrepreneurs and Students.

When I am not working, I am preparing my PhD proposal for the area of Entrepreneurship Education in the future and working with a good friend and fellow student on our business strategy book we hope to publish within the next 12 months.

All time which is left after these activities, I spend enjoying walking and running outdoors preparing for a half marathon I signed up for in September this year and take pictures of my rubber duck Emma, who is an Egyptian Princess, and likes travelling the world.

If you want to know about her, you can have a look at Instagram: @emma_the_egyptian_duck

Or on a more serious note, connect with me on LinkedIn or via Email:

<https://www.linkedin.com/in/sabrinassommer/>
sabrina@strategic-space.co.uk

See you in May

Sabrina