



## Why Digital Transformation?


### Evolve or Die!

We live in a world, where everything is connected and if it's not, it's going to! Everyone wants to go digital, digital technologies, digital data, digital media, digital marketing, and many more. This interconnectedness & sensor-ed economy is bound to disrupt all value chains including defense, education, financial services, government services, healthcare, manufacturing, oil and gas, retail, telecommunications, etc.

The most unique aspect of these trends is that Digital transformation is on the agenda of every corporate board and has risen to the top of every CXOs' strategic plans.

A study at MIT found that companies that have embraced digital transformation are 26% more profitable than their peers!

**Digital transformation is defined** as the acceleration of business activities, processes, competencies & models to fully leverage the changes and opportunities of digital technologies and their impact in a strategic and prioritized way.



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# HINNTS

Ideas to Products

## Digital Transformation Workshop

## WHO SHOULD ATTEND?

### Strategy is more important than Technology!

This course is for companies who want to work better with digital technologies, and who need a bit of direction to focus their energy. It is also for organizations that are looking to modernize internal processes and systems, to make them more efficient or future-proof.

Participants are not expected to have any design or development experience - instead only a willingness to look critically at current situations, and imagine what could be better, and to have the drive to make it happen. We recommend diversity in the team for the workshop - from senior management to middle management to those on the front lines day-to-day for an efficient workshop.

### **From our experience, we believe the individuals who would get the most benefitted:**

- Executives and senior leaders
- Innovation leaders and decision makers
- Designers and Architects
- Govt. officials and Educators
- Consultants and Strategists
- Engineers and Marketing Professionals
- Project Leaders and Managers

## WORKSHOP BENEFITS

### Different impacts in different organizations!

This will help to change your ways of working to better support customers, or to build internal capabilities, tools, and skills. It will help you in modernizing older systems and processes or setting your digital strategy.

During the workshop, all the participants are provided strong education on all aspects of Digital transformation and extensive brainstorming is done.

### **Take aways from workshop:**

- Understand fundamental principles of digital transformation
- Learn new ways to improve customer experience and engagement
- Understand emerging digital technologies
- Study business transformation techniques

We make each workshop customized for each organization and participants through research, conversation and relevant examples.

Organizations, schools, colleges, all benefit immensely and equally from our workshops. Everyone gets an understanding of how and where the organizations could benefit from digital transformation.

## OUTLINE OF WORKSHOP

### Evolve your digital strategy or framework!

These workshops have been designed to give organizations an introduction to exercises which can help kick-start digital transformation projects, and make change happen.

### **1-day (2 Halfdays) Foundation**

- Fast paced & interactive 1-day workshop
- Understand Digitization, Digitalization and Digital Transformation
- Best practices in digital transformation and how to implement them
- Exploring proactive approaches to digital disruption via new business models
- Introduction to concept of Design Thinking

### **5 days (10 Halfdays) Application**

- **In addition to 1-day foundation workshop**
- Explore different Digital Maturity models & characteristics
- Explore Digital technologies and frameworks and relevant opportunities
- Identify solutions based on impact and investments.
- Create business case and relevant models
- Develop a Digital Transformation Strategy

If you are Interested in learning more about our digital transformation workshops and how we might customize it for your organization, [please contact us!](#)

