

1 DAY WORKSHOP

Digital Transformation Unlocked



What problem are we solving?

Many leadership teams have heard of digital transformation, but remain confused by what it actually means. We can “un-confuse” your leadership team by showing how digital transformation is relevant to your business. With a collaborative offsite with your team, we can demonstrate digital transformation’s relevance to helping your business become a disruptor (or combat disruption) in your market. This workshop is not a technical session – it’s designed for leaders and focused on business-first, tangible goals, not technical solutions.



How does it work?

Before the workshop, we’ll provide a short questionnaire to help your team think about digital transformation and disruption as it applies to your business. There are no right or wrong answers, but the questionnaire helps define and focus the workshop.

We help your team self-assess their ability to:

- ✓ Be customer-centric by having customers at the heart of everything you do
- ✓ Know your customer and your business by being data-driven
- ✓ Enable innovation so you can keep up with changing customer demands
- ✓ Have the stamina to change again, and again, keeping up with market dynamics

We also help with some prioritised goals to get you going on the digital transformation journey.



What do you get?

We take your leaders through a one-day workshop that delivers:

- ✓ Getting everyone on the same page for digital transformation literacy – what it is and isn't, why you want it, and what it means for your business and market
- ✓ A self-assessment of how ready you are for disruption by looking at your business' digital readiness, and appetite for innovative change
- ✓ A plan of attack for embracing digital transformation to disrupt or build against disruption
- ✓ A series of practical, medium term strategies to put in play, delivering a customer-centric, digital approach to doing business differently



Who is it for?

The one day workshop is designed for executive leaders and teams who seek a practical understanding of digital transformation and value an actionable approach on how to best execute a digital transformation strategy to become a disruptor, or fight back against disruption in their market.

Details



Duration

8:30-5:00pm



Location

off-site location in Sydney or Melbourne CBD



Cost

\$5,000 (excl. GST) for up to 5 attendees, \$1000 (excl. GST) per attendee thereafter capped at 10 attendees total. Includes room hire, catering and stationery for the session. Excludes travel to or from Melbourne for two facilitators, if required.

The workshop fee is also deductible from future consulting engagements with Accelera.

Get in touch today to book your spot!

