

BECOMING A MORE DIGITALLY SAVVY BOARD MEMBER



WHEN

November 6-8, 2024

PRICE

\$5,900

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Digital Business

Digital transformation involves rethinking how technology can be used to improve business models, value proposition, customer experience, operational efficiency, and more. This means innovating to deliver enhanced products, services, and customer engagement, but also means having a board of directors that is digitally conversant. Findings from recent MIT research show that board members who understand the impact of emerging technologies on business success are helping companies outperform competitors. Having a digitally savvy board is the new financial performance differentiator. Digitally savvy boards help their companies move forward at a sufficient pace, advocating for change by supporting and sometimes nudging their CEOs. Conversely, when a board lacks digital savviness, it can't get a handle on important elements of strategy and oversight, and thus can't play its critical role of helping guide the company to a successful future. The in-person program is three days in length and is designed to set the foundation for board members to increase digital savviness in themselves and their colleagues as well as to have more productive discussions around the opportunities and threats the digital economy presents for enterprises.

Please visit our website for the most current information.

executive.mit.edu/dsv

FACULTY*

Peter Weill
Roberto Fernandez

Barbara Wixom
Stephanie Woerner

TAKEAWAYS

Participants of this program will:

- Become more digitally savvy from strategic, technological and enterprise perspectives
- Learn what it takes to be a more effective director during a company's digital transformation
- Learn how to ask the right questions
- Collaborate with directors from all over the world

WHO SHOULD ATTEND

This course is designed for leaders and board members of large enterprises. We highly recommend sending a team so that the individuals can develop a shared language and understanding of the digital concepts.

*Please note, faculty may
be subject to change.

CONTACT INFORMATION

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