

REIMAGINING LEADERSHIP: A PLAYBOOK FOR THE DIGITAL ECONOMY

**WHEN**

Mar 29 — 31, 2023

PRICE

\$4,500

WHERE

Live Online

**EXECUTIVE
CERTIFICATE
TRACK**

Management and Leadership

We are all very familiar with the megatrends, such as digitization and the changing nature of work, that are making this world a more complex place. Indeed, leaders of digital enterprises have a unique opportunity to not only transform their businesses, but to help transform their customers as well. What will define great leadership in the new digital economy? What new leadership behaviors are needed, and how can organizations make the behaviors the norm throughout an organization? The faculty of this timely new course draw from a global study of thousands of companies and C-suite leaders to shed light on capability gaps and provide research-based insights to help executives create the conditions for digital enterprise success. Through self-assessments, lectures, breakout sessions, and examples of leading companies like Amazon, Google, Alibaba, Netflix, Booking.com, this course will help you shape and articulate a powerful narrative about what great leadership looks like in your organization as well as how to engage your teams in this dialogue. You will also explore how to bake this narrative into your talent management systems and processes.

Please visit our website for the most current information.

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FACULTY*



Douglas Ready



Michael Schrage

**Please note, faculty may be subject to change.*

TAKEAWAYS

In this program, you will learn:

- The hallmark mindsets of great leadership communities
- What organizational configurations will work best
- How strategy is formulated and executed in this new economy
- How you, as a leader of a digital enterprise, can set a culture of continuous revitalization
- What new leadership skills and behaviors will be required of your team
- How to build a community of leaders, both internally and across your ecosystem
- New KPIs to assess the efficacy of your digital transformation

WHO SHOULD ATTEND

- Those whose responsibilities include interacting with others
- Sales and marketing executives
- Planning and development individuals and managers
- Operations management professionals
- Those involved in digital growth or organizational leadership



Michael Schrage from the *Sloan Management Review* article, 'The New Leadership Playbook for the Digital Age'

"Let's say you are in a business that is rapidly migrating from an emphasis on products to platforms. You are likely doing so in an ecosystem environment — a complex array of partnerships with users, customers, and suppliers. You might even partner periodically with competitors when mutual benefit overshadows the core rivalry. Network effects are key — facilitating a process in which users are creating value for other users. This approach flies in the face of the more traditional view of creating strategic advantage, which overwhelmingly focuses attention on optimizing organizational capabilities to win, rather than optimizing the efficacy of interactions among users to create more valuable communities."

CONTACT INFORMATION

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