DIGITAL LEARNING STRATEGY

WHEN
Apr 10 – 12, 2024 (Live Online)
Oct 9 – 10, 2024 (In Person)

PRICE
$4,100

WHERE
Live Online or Cambridge, MA

EXECUTIVE CERTIFICATE TRACK
Digital Business

Organizations, schools, and government departments of today and tomorrow require an effective digital learning strategy to keep speed with innovation and upskill their workforces. Regardless of your industry, your employees expect smart, connected experiences that fit the way they live and work in a digital world.

In this hands-on program, we'll give you the capability and confidence to harness current technologies such as machine learning, augmented reality, and robotics in your education strategy. Faculty will combine the principles that underpin these technologies with recent insights in areas including neuroscience of learning, game theory, and data science. You'll learn how to identify key strategic considerations such as when to enlist a vendor, speed to market, product lifecycle, pricing strategies, and how to mitigate the risks of advanced technologies effectively.

You'll leave this program as a "presentist," not futurist, equipped to build, implement, and articulate a digital learning strategy that is futureproofed from technological disruption and provides immediate competitive advantage.

Please visit our website for the most current information.

executive.mit.edu/dls

MIT MANAGEMENT EXECUTIVE EDUCATION

FACULTY*

Paul McDonagh Smith

Thomas Malone

Roberto Rigobon

Catherine Tucker

*Please note, faculty may be subject to change.

TAKEAWAYS

As a participant of this action-based learning program, we'll help you build the capability and confidence to:

- Effectively communicate the value of digital learning strategy to your stakeholders
- Build and implement a 4-step model to create your digital learning strategy
- Learn where, when, and how to use transformative technology
- Drive learning innovation through hacking, experimenting, and prototyping
- Apply the lessons learned from a MIT Sloan digital case study to your enterprise
- Manage your digital learning business and end-to-end lifecycle effectively
- Lead your digital learning into the future by asking the right strategic questions
- Define and implement a team-of-teams approach to digital learning strategy
- Create a "double helix" where digital and physical learning strategies combine
- Move your team and organization towards a digital learning culture
- Exit this program as a digital learning presentist ready to act and do, today
- Develop a single learning digital language to share across your enterprise

WHO SHOULD ATTEND

Those directly responsible for training and L&D in Fortune 500 companies, government agencies, schools, or other large organizations

Managers, leaders, and entrepreneurs looking to drive innovation, productivity and growth built upon upskilling of their teams and workforce

"There's a growing gap between the skills we needed yesterday and need tomorrow, an effective digital learning strategy helps you bridge that gap and upskill your workforce at speed. Together in the program, we'll demystify AI, AR, and Robotics to give you the confidence and capability to build transformative technology into your digital learning strategies, today."

—Paul McDonagh-Smith, Digital Capability Leader, MIT Sloan Executive Education

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