DIGITAL INNOVATION AND LEADERSHIP (DIAL)

FOUNDED BY SFU BEEDIE SCHOOL OF BUSINESS

Top 1% of business schools worldwide and #1 in Canada for innovation.

Leading Canada's Digital Supercluster's largest strategic capacity building initiative.

APPLY TODAY

Space is limited.
Funding support is available.

CONTACT US

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TURN UP THE DIAL ON DIGITAL TRANSFORMATION

Canadian companies need access to new talent or to upskill their current employees to keep up and be successful.

CEOs know digital is the future. They also know that people – their people – are behind in their technology ambitions. Without skilled talent, no company can successfully drive their growth plans forward. While it is tempting to pause or cut back, this is not the time.

Join the **Digital Innovation and Leadership (DIAL)** initiative, founded by Simon Fraser University's Beedie School of Business and a national consortium of partners helping people and companies build capacity for digital transformation. This initiative is the largest investment by the Digital Supercluster in a capacity building strategic project and features two responsive training programs.

DIGITAL TRANSFORMATION MANAGEMENT (DTM)

DTM is for early to mid-career individuals who want to develop a digital innovation mindset along with the skills and capabilities to generate digital innovation ideas and put them into action in their daily work. Ideal for project managers, analysts, developers, and both internal and external consultants.

DIGITAL TRANSFORMATION LEADERSHIP (DTL)

DTL is for leaders who manage teams that are driving digital transformation in their organizations. This program will help them to understand where they are on their digital journey, assess an idea for change and create a pitch to communicate that vision to their team, peers and senior leadership. Ideal for any leader who is engaged in a digital initiative.

PRIORITIZING INCLUSIVITY

DIAL supports *Canada's 50-30 Challenge* and by working with its partners aims to be inclusive, accelerate diversity and adopt practices to improve organizational equity.

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DIGITAL

DIGITAL TRANSFORMATION MANAGEMENT (DTM)

Turn your digital change ideas into action. Learn how to speak to business needs and technology requirements and use *ChatGPT* to implement solutions.
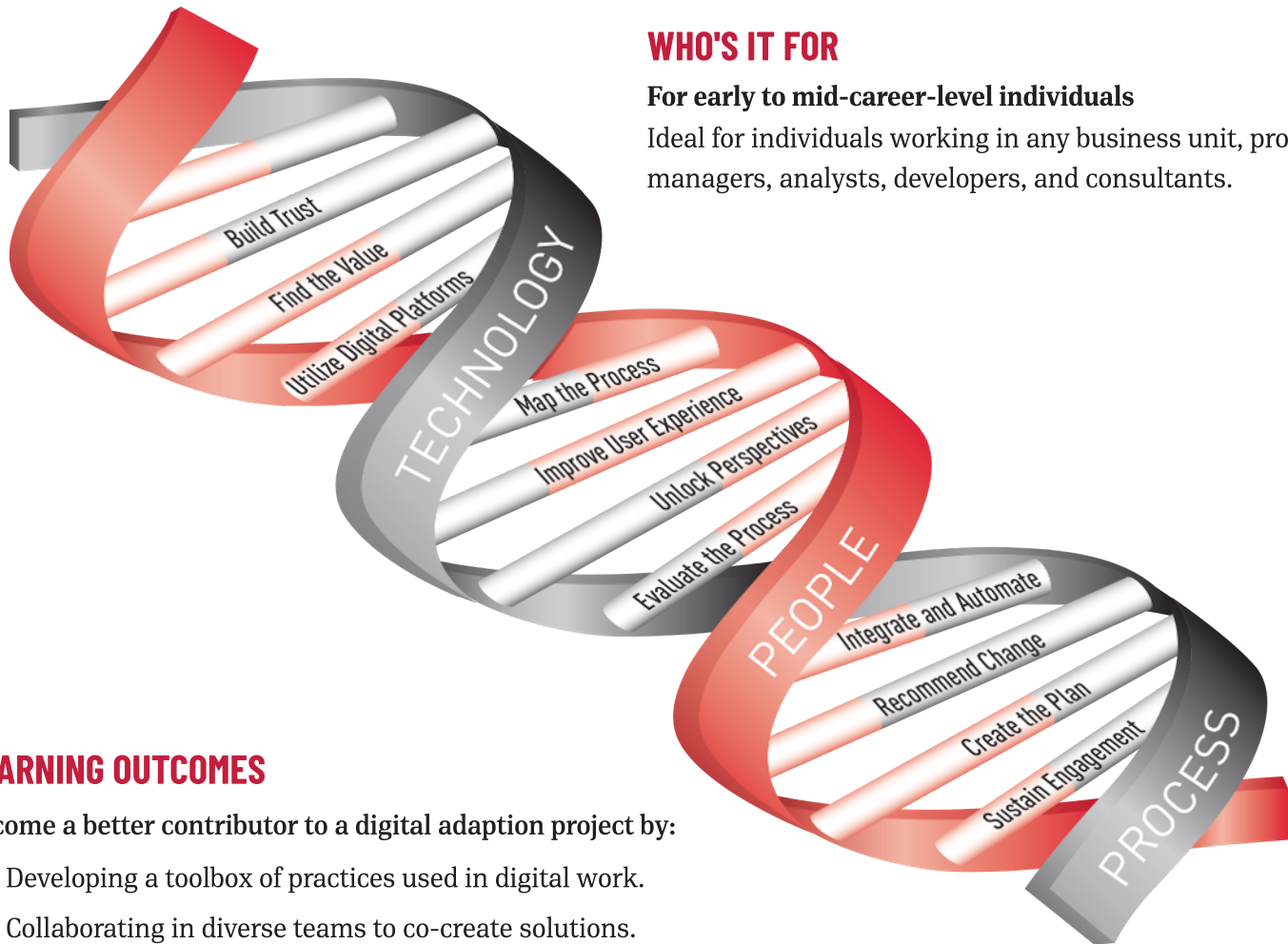
WHO'S IT FOR

For early to mid-career-level individuals

Ideal for individuals working in any business unit, project managers, analysts, developers, and consultants.

Build Trust
Find the Value
Utilize Digital Platforms
TECHNOLOGY
Map the Process
Improve User Experience
Unlock Perspectives
Evaluate the Process
PEOPLE
Integrate and Automate
Recommend Change
Create the Plan
Sustain Engagement
PROCESS

LEARNING OUTCOMES

Become a better contributor to a digital adaption project by:

- Developing a toolbox of practices used in digital work.

- Collaborating in diverse teams to co-create solutions.

- Creating compelling visuals to align and communicate effectively.

PROGRAM STRUCTURE

This program is custom designed and delivered in an 11-week format. The time commitment is approximately 4-6 hours per week. Participants complete the program in cohorts and collectively attend two faculty-led 2-hour synchronous sessions (opening and closing sessions) and weekly 1.5-hour Peer Learning sessions. Synchronous sessions include small group activities and guest speakers from various industries.

Participants will apply program learning through independent and group assignments and develop new techniques to implement digital transformation. Asynchronous sessions include faculty and industry-led content, case studies, discussion boards, and applied learning activities.

DIGITAL TRANSFORMATION LEADERSHIP (DTL)

Start your digital transformation journey today. Align your team to a strategic vision and create your roadmap for digital change solutions.

DIGITAL TRANSFORMATION LEADERSHIP

ASSESS YOUR DIGITAL ASSETS
- Digital Platforms, Data & AI
- BusinessModels
- Customer Experience
- Operational Excellence
- Future Readying Workforce
- Ideation

CREATE A VISION FOR CHANGE
- Reflect and create idea for digital change

PLAN YOUR CHANGE
- Digital Journey
- Map the Value
- Governance & Digital Agility
- Leading Organizational Change
- Visual Storytelling

PITCH YOUR IDEA
- Create road map for digital transformation

Road-map for your business unit or organization to engage in digital transformation

WHO'S IT FOR

For middle to senior-level leaders and high-potential individuals leading or part of a team driving digital transformation decisions.

LEARNING OUTCOMES

At the end of the program, participants will be able to:

- Understand the current state of digital platform technology and critical areas of focus for digital transformation, including new business models, customer experience and operational excellence.
- Expand perspectives on digital opportunities – from products to platforms.
- Increase leadership capabilities, including vision, engagement, governance and inclusion.
- Apply the steps to enable digital transformation in their organization.
- Engage in the design of a digital change project.

PROGRAM STRUCTURE

This program is an 11-week virtual format with weekly synchronous sessions. Participation requires 4-6 hours per week to learn and complete the asynchronous course material and engage in the faculty-led peer learning sessions. Each module is led by a senior SFU faculty member and accompanied by industry-led content, case studies, discussions, and applied learning activities. Participants will work on their digital change project and receive feedback from peers, industry professionals and experienced professors.

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