TURN UP THE DIAL ON DIGITAL TRANSFORMATION

SFU Beedie’s Digital Innovation and Leadership (DIAL) is the only initiative of its kind in Canada that guides both individuals and organizations to increase the opportunities digital technology offers as participants bring their own unique challenges to the curriculum.

We help organizations build capacity for digital transformation. Digital Innovation and Leadership is your key to creating systems change solutions to acquire new talent or upskill current employees.

Participation will give you a better understanding of yourself, your organization and your customers so you deliver value and improve their experience while strengthening your corporate culture.

PRIORITIZING INCLUSIVITY

DIAL is part of Canada’s Digital Technology Supercluster. Taking an inclusive and strategic response to the challenge of rapidly upskilling Canada’s workforce, DIAL convened a national consortium of businesses, non-profits, associations, and educators, which opens access to a diverse digital economy and talent.

DIAL supports Canada’s 50-30 Challenge to accelerate diversity and adopt practices to improve equity within organizations. Contact us to find out if your organization is eligible to become a partner for funding support.

DIAL offers many benefits to its partners including two training programs:

DIGITAL TRANSFORMATION LEADERSHIP (DTL)

Ideal for middle to senior-level individuals and high potential leaders who drive digital transformation decisions and need a roadmap they can apply to the organization. Participants will develop an awareness of digital capabilities and the skills to ideate by using their work as case studies to implement a digital product or service transformation.

DIGITAL TRANSFORMATION MANAGEMENT (DTM)

For early to mid-career individuals to develop a digital innovation mindset with the skills and capabilities to apply them into action. Participants will gain tips to engage with customers effectively, learn how to identify problems and choose solutions, and develop consulting, collaboration and mapping skills to visualize and create business solution designs.
DIGITAL TRANSFORMATION LEADERSHIP

DIGITAL TRANSFORMATION FOR HIGH-POTENTIAL LEADERS

The Digital Transformation Leadership (DTL) program has been custom designed in collaboration with industry and Canada’s Digital Technology Supercluster to empower leaders to innovate using digital technology.

Participants will learn to re-evaluate their processes by applying innovative business solutions for their organization. This training program will enable leaders to bring teams together around a vision and identify opportunities for improvement through technology.

WHO’S IT FOR

Middle to senior-level individuals and high-potential leaders who lead teams driving digital transformation decisions in their organizations.

LEARNING OUTCOMES

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

- Understand process transformation
- Communicate the process of planning using data
- Ideate and articulate ideas about digital transformation
- Visualize and communicate digital solutions
- Map the value of digital transformation
- Lead with Digital Capabilities
- Manage collaborations across their organization
- Develop a people-centred, empathetic approach to service design
- Create a road map to implement solutions to an existing challenge

PROGRAM STRUCTURE

All sessions provide faculty and industry-led content, case studies, discussions, and applied activities. The program is delivered in an 11-week virtual format with synchronous sessions and about 6 hours per week of asynchronous course material and activities. Participants will work on their digital change project and receive feedback from peers, industry professionals and experienced professors.

PROGRAM HIGHLIGHTS

11-week virtual program
Synchronous sessions

PROGRAM START DATES

September 19, 2022, or November 21, 2022

TUITION

$4,950 + GST for partners in the Digital Technology Supercluster
$9,950 + GST for non-partners

APPLY NOW

Space is limited, so we encourage all interested applicants to apply early.

CONTACT US

Email: SFUDIAL@sfu.ca
Phone: (778) 782-3193

LEARN MORE

Beedie.SFU.ca/Programs/Executive-Education/DTL
The Digital Transformation Management (DTM) program has been custom designed in collaboration with industry and Canada’s Digital Technology Supercluster to empower high-potential individuals to engage in the digital economy. Participants will develop the skills and capabilities to apply digital innovation within their organization.

Early to mid-career individuals who want to develop a digital innovation mindset along with the skills and capabilities to generate digital transformation ideas and put them into action.

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

- Recognize and apply key collaboration skills
- Undertake the role and practical steps of being a strategic consultant
- Illustrate and develop the process of business solutions design
- Create business solution designs and find technology that fits solutions
- Develop a Playbook to implement current work projects

The program is delivered in an 18-week format. Participants are selected into cohorts and collectively attend three faculty-led 3-hour synchronous sessions (at the opening, mid-point, and close). The synchronous sessions include small group activities and guest speakers.

Participants will complete the program with a Playbook or how-to guide for implementing digital change within their daily work by applying program skills acquired through independent and group assignments to work projects.

Develop the mindset and skills to plan and implement digital transformation within your organization.

18-week virtual program
3 synchronous sessions

September 12, 2022

$4,950 + GST for partners in the Digital Technology Supercluster
$9,950 + GST for non-partners

Space is limited, so we encourage all interested applicants to apply early.

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TURN UP THE DIAL ON DIGITAL TRANSFORMATION

Develop the knowledge, skills and confidence to drive digital transformation within your daily work, business unit or organization. DIAL programs have been co-created with industry experts and are customized to meet your digital innovation needs.

WHO’S IT FOR:
Middle to senior-level individuals, with 5+ years of people management experience
Team Leaders, Managers, Directors, Department leaders, Marketing, HR, Finance, IT, Operations, etc.

WHO’S IT FOR:
Early to mid-career individuals
Analysts, Consultants, individuals from marketing, HR, Finance, IT, Operations, etc.