DIGITAL
INNOVATION AND LEADERSHIP

SFU BEEDIE SCHOOL OF BUSINESS

We believe in the power of business to spark new ideas, fuel social innovations, and advance society. Taking business education beyond the walls of academia, Beedie empowers people from diverse backgrounds and perspectives to reimagine the role of business in tackling society's most significant challenges. At SFU Beedie, you will be immersed in a classroom fueled by world-class research, meaningful community engagement, and a global outlook with opportunities for cross-discipline and cross-industry collaborations.

Recognized in the top 1% of accredited business schools world-wide and number one in Canada for innovation, we provide custom programming by taking an interdisciplinary approach to innovative education that has local impact and global reach. In our immersive and experiential programming, you will be challenged to think differently and develop new skills to address the most pressing needs of your organization.

TURN UP THE DIAL ON DIGITAL TRANSFORMATION

More than ever, organizations need to understand the power of digital transformation and quickly upskill employees to generate and implement new ideas. Digital enables business to drive profit, productivity and performance. Today most businesses and the people within them need to know how to engage with digital.

With growth in the digital economy outpacing growth in all other economies, the Digital Innovation and Leadership (DIAL) initiative is pivotal to helping businesses develop digital capabilities and the leadership skills needed to survive and thrive.

DIAL has convened a national consortium of businesses, non-profits & associations, and educators that are taking an inclusive strategic response to the challenge of rapidly reskilling and upskilling the workforce to drive digital transformation.

DIAL attracts new talent and develops current talent into digital leaders. It equips people with the digital innovation mindset and skills to transform careers and organizations by connecting education with opportunity. With an investment from Canada's Digital Technology Supercluster, organizations can invest in their people.

DAIL offers the following training programs that were co-created with industry and academia:

Digital Transformation Management– aimed at early-career individuals who want to develop a digital innovation mindset along with the skills and capabilities to implement digital into action.

Digital Transformation Leadership– ideal for middle to senior-level individuals who lead teams that are driving digital transformation in their organizations. This program will help them develop digital as well as leadership capabilities and generate ideas for digital product and service transformation.

DIAL also provides an opportunity to work closely with various Justice, Equity, Diversity and Inclusion (JEDI) partners to diversify the workforce in an inclusive manner. The aim is for diverse, equitable and inclusive participation, with gender parity and at least 30% representation from under-represented groups –such as Indigenous peoples, members of the LGBTQ+ community, racialized Canadians, and people living with disabilities.

CONNECT WITH US.

DIGITAL TRANSFORMATION LEADERSHIP

Participants in the **Digital Transformation Leadership (DTL) Program** will understand the foundations for digital transformation, develop their innovation mindset and learn how to lead digital transformation projects.

The program has been custom designed in close collaboration with industry and Canada's Digital Technology Supercluster to empower leaders to innovate using digital technology.

WHO'S IT FOR?

DTL is designed for professionals with 5+ years of senior management experience, who are leading teams and involved in leading digital transformation projects (e.g. senior managers, directors, operational leaders, etc.).

FORMAT

This 13-week program includes three online synchronous sessions and about 6 hours per week of asynchronous course material and activities. All sessions provide faculty and industry-led content, case studies, discussion boards and applied activities.

Learning will be put into action when participants work on their personal digital change project and receive feedback from peers, industry professionals and experienced professors.

OUTCOMES

Participants will

- Understand the current state of digital platform technology and key areas of focus for digital transformation, including new business models, customer experience and operational excellence.
- Expand perspectives in 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

HIGHLIGHTS

Digital Capabilities

Gain the strategic insight and skills to become a leader in technology-driven organizations. Develop a digital mindset and understand the new elements of digital capability, including process improvement, employee experience and business model innovation as well as the opportunity of digital platforms. Understand empathetic, people-centered, approaches to service design and the importance of visualizing and communicating solutions. Learn aspects of agile, lean and hybrid approaches to project management and improve skills in managing change in organizations.

Leadership Capabilities

To manage and lead in technology-driven organizations, you need to work collaboratively with multiple stakeholders across the organization and within your ecosystem. Learn how to be successful and create vision, engagement and governance while also valuing inclusion. Recognize opportunities for negotiating change and apply the skills and mindsets for digital innovation. Showcase your effectiveness and efficiency as you contribute to digital transformation in an applied project.

PROGRAM DATES

ASYNCHRONOUS SESSIONS

February 28 to May 30, 2022 (13 weeks)

SYNCHRONOUS SESSIONS

February 28 (opening)

April 19 (mid-point)

May 30 (closing)

COST

$9,950 + GST or
$4,950 + GST for partners in the Digital Technology Supercluster initiative

APPLY NOW

To start on February 28, 2022

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