

Digital Business 101

An Introduction to Digital Business Fundamentals

Digital Business 101 provides participants with the key concepts, terms, methodologies, and techniques to understand the major components of digital business.

Learn best practices in digital business. Gain a thorough understanding of customer journey mapping. Understand how to lead customer experience driven digital business efforts. Learn a structured approach to understanding, analyzing and designing processes to improve performance with digital tools.

There's a great deal of excitement around new digital tools and technologies. Yet, some subject matter experts argue that it's strategy which has more to do with driving digital business success – than technology alone. In this one-day course, participants will learn about the key building blocks of digital business; including but not limited to, customer focus and journey mapping, business process, RPA, analytics and big data, cognitive computing, and design thinking. The characteristics of a digital ecosystem business will be explored as well as the importance of interoperability and the role of leadership in driving digital business. Investing in digital business talent and assessing digital skills and potential skills gaps will also be explored.

Success with digital requires adopting agile principles and an enduring focus on improving customer experience with a business process based view and applying enabling information technology. Measuring what matters to customers and challenging the current operating model of the business are two additional areas where leaders will need to focus. A culture where it is easier for employees to serve customers and where management adopts an end to end business process based view are other important characteristics of digitally mature organizations.

WHO SHOULD ATTEND:

- Executives
- Senior Managers in Operations and IT
- Business Process Managers
- Business Process Analysts
- Business Analysts
- Business Architects
- Project Managers

COURSE OUTLINE:

- What is digital business - an overview of concepts and principles
- The case for digital business
- DBiz and CEM and IT
- Tools and techniques:
 - Customer Journey Mapping
 - Robotic Process Automation (RPA)
 - Analytics and big data
 - AI and Cognitive computing
 - The central role of BPM
 - Design thinking
- Customer centric business process design
- Skills needed and gaps
- Using analysis and design to create more value for customers and the organization
- Accountability for digital business and the importance of talent
- Summary

PREREQUISITES: NONE

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