What does it take to drive digital change in an organisation?

With a human-centered and insight-led approach, this program will help you create meaningful change for the customers and employees at the heart of it. You’ll be challenged to think about digital strategy in an entirely new way and develop the mindset shift you need to make a real impact.

You’ll be pushed to think iteratively – an ability that will set you apart in an ever-evolving industry – and gain the essential skills to articulate your vision and bring your digital transformation roadmap to life.
What to expect

This program is designed to push your thinking with a new approach to digital strategy and change. Anchored in customer and business insight, you’ll learn how to create an informed digital strategy and gain the confidence and clarity to deliver it.

Delivered in both an online and face-to-face format, throughout this program you’ll engage in a mix of content delivery, peer learning, hands-on activities and guided reflection. Each session builds on the next as you develop the skills to help people and businesses adapt to a digital future.

By the end of the program, you’ll have the skills to:
• Analyse global digital shifts
• Engage customers and staff in your digital transformation journey
• Interpret meaningful research insights
• Define an ambitious future-state experience that will guide your digital strategy
• Articulate your digital experience vision and outcomes
• Create a digital transformation roadmap.

It’s all about unlearning what you already know about how change happens, getting comfortable with ambiguity and giving yourself permission to take risks and make mistakes – all while learning from them as you go.
Designed for leaders

This program is ideal for leaders, directors, managers and those in senior change roles. You’ll be in the driver’s seat of your organisation’s digital change journey and looking for a meaningful approach to transformation.

Meet your facilitator

Julia Birks
Program Director

As the associate Strategic Design Director & Capability Specialist at Isobar, Julia is passionate about anchoring an organisation’s strategy around great customer experiences and outcome-driven work.

Over the last sixteen years, Julia has gained experience across industrial, print, digital and service design, helping organisations and teams work better together. Through an engaging, transparent and human-centered approach, she helps to embed principles and practices that balance customers’ needs with an organisation’s goals and encourages change through iterative experimentation.

Recently, Julia’s worked with some of Australia’s biggest brands and leaders to deliver training and capability uplift programs. She’s also taught design at RMIT, General Assembly, Monash University, and QUT.
Online learning journey

Each week, you’ll be given pre-readings and activities that set you up for participating in the program’s weekly live experience sessions.

You’ll also take part in weekly peer learning sessions encouraging you to share ideas with people from your cohort, stretch your thinking further on key concepts and gain insight from different perspectives.

Over the course of this program, you’ll be invited to challenge your thinking about digital strategy and transformation. Fast-paced and inspiring, you’ll apply your learnings in real-time as you begin shaping your digital strategy step by step in the context of your own organisation.

Lastly, we’ll push you to reflect on your journey each week, thinking about how you can bring these practices to life and make the mindset shifts needed to bring about meaningful transformation.

<table>
<thead>
<tr>
<th>PROGRAM OUTLINE</th>
<th>WEEK 1</th>
<th>WEEK 2</th>
<th>WEEK 3</th>
<th>WEEK 4</th>
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</thead>
<tbody>
<tr>
<td><strong>DIGITAL FUTURES</strong></td>
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<tr>
<td>INDIVIDUAL</td>
<td>Program induction</td>
<td>Welcome and preparing for the program</td>
<td>✓</td>
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<tr>
<td>INDIVIDUAL</td>
<td>Self-directed learning</td>
<td>Online content and activities to prepare for the weekly live experience</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>SMALL WORK GROUP</td>
<td>Homework session</td>
<td>Facilitator-led discussion to support the application of learning with group</td>
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<td>1 HOUR</td>
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<tr>
<td>GROUP</td>
<td>Live experience session</td>
<td>Facilitator-led virtual session which blends the best of theory and practice</td>
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<td>3 HOURS</td>
</tr>
<tr>
<td>SMALL WORK GROUP</td>
<td>Peer coaching</td>
<td>Peer coaching in small groups to support social learning</td>
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<td>1 HOUR</td>
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<tr>
<td>INDIVIDUAL</td>
<td>Workplace challenge/ Project work</td>
<td>Self-led activities to address a workplace challenge or personal project by applying new knowledge and skills</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>INDIVIDUAL</td>
<td>Guided reflection</td>
<td>Self-led reflection work to embed learning and the application of these in your own workplace context</td>
<td>✓</td>
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We’ll begin the program by understanding the role of digital in your business and build a foundation for your digital strategy. By challenging your perspectives, you’ll discover endless possibilities and how digital can transform the way you do business and bring value to customers.

**We’ll cover:**
- How digital is changing the way organisations operate
- What VUCA is and how it affects an organisation’s context
- Frameworks to guide your path forward
- Understanding DVF (Desirability, Viability and Feasibility)
- Bias, ethics and inclusive digital experiences
- The importance of vision.

**You’ll learn how to:**
- Critically analyse how global digital shifts are affecting your business
- Understand the impact of bias on digital strategy
- Create a draft vision that focuses your digital strategy.

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In Week 2, we’ll focus on defining a digital experience with a human-centred approach. You’ll gain the skills to gather customer and staff insights to inform your strategy and create meaningful tools and services that allow for innovation.

**We’ll cover:**
- VUCA realignment: Uncertainty needs understanding
- Desirability and understanding the needs of customers and staff
- Defining experience principles
- Iterating your vision to incorporate new ideas and insights.

**You’ll learn how to:**
- Engage customers and staff in your digital transformation journey
- Explore and apply research tools to generate customer and staff insights
- Evolve your vision into a digital experience that can guide your digital strategy.
This week is all about exploring what the future could look like. Park the assumptions and limitations for now, our goal here is to challenge you to think big and set an aspirational future-state.

We’ll cover:
- VUCA realignment: Complexity needs clarity
- Envisioning an ideal end-to-end experience
- Co-designing effectively with others
- External factors that might impact your digital strategy
- Validating (or invalidating) the journey.

You’ll learn how to:
- Interpret your research insights to establish experience principles
- Create an aspirational, future-state experience for customers and staff
- Explore a range of inputs to inspire ambitious thinking.

In our final week, we’ll establish your digital strategy and create a roadmap to successfully deliver it over time. As you learn more about the needs of your customers and staff, we’ll focus on building an adaptable roadmap that you can reprioritise as you can gain further insights.

We’ll cover:
- VUCA realignment: Ambiguity needs agility
- BAU vs a future-focused strategy
- Turning your future-state journey into initiatives
- Prioritisation and sequencing your roadmap
- The importance of storytelling.

You’ll learn how to:
- Iterate your digital experience vision
- Turn your vision into actionable initiative to bring your strategy to life
- Create a digital transformation roadmap that will guide you on your journey.
The details

2022 Program dates
ONLINE
14 March - 8 Apr 2022
Session times and details confirmed upon registration.

Investment
$1,595

Digital badging
Upon successful completion of this program, you’ll be awarded a digital badge to share with your network.
Find out more about digital badges.

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Monash University brings new and fresh executive education programmes to the Indonesian market.

The partnership will support Indonesian business growth through the creation of customised programs that deliver the priority skills and insights each organisation needs and can immediately apply. By strengthening their skills bases, businesses will gain a competitive edge, greater capabilities and resilience in an increasingly complex operating environment.

Strengthening ties between Australia and Indonesia, the partnership encompasses renowned academics and seasoned business leaders who will co-design programs to take participants’ skills to the next level.

Melbourne-based Monash Business School is a global academy for leaders, innovators and change-makers, and its Leadership and Executive Education (LEE) group delivers a suite of high-quality open and customised programs. These can be delivered in a format of synchronous and asynchronous learning elements, with local support in Indonesia.

Monash Indonesia delivers research and education that makes a distinctive contribution to Indonesia’s social, technological and economic development. It tailors its world-leading study to the needs of Indonesian industries, and develops research partnerships that address Indonesia’s real-world challenges. It equips the workforce with a future-focused leadership mindset, filling the skills gaps industry needs.