



FutureSkills: Leading Change in Digital Transformation

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

This practical workshop will equip you with the core skills to **navigate your organisation through digital transformation.**

You will learn how to lead and manage digital transformation step by step, how to deal with resistance, as well as the key considerations when driving transformation.

Programme code

1001271-11

Date and time

17 Feb 2023 (Fri)
9:30 – 17:00 [Total: 6 hours]

Venue

1/F, HKPC Building,
78 Tat Chee Avenue, Kowloon,
Hong Kong

Language

Cantonese (supplemented with
English terminology and
handouts)

Course fee

HK\$1,900/ HK\$1,710*
*Group discount for 2
participants or more

Objectives

- To understand the what, when, where and why for digital transformation
- To apply change models for leading and managing digital transformation
- To become digital leaders and change agents who create the digital future
- To identify and exploit opportunities for successful digital transformation

Complimentary Offer

We offer an **online training video series (4 hours in total)** which enables you to gain basic understanding on the latest technology trends in **ABCD (AI, Blockchain, Cloud, Big Data)**.

Target Audience

- Middle to senior management
- Team heads
- Project managers
- Entrepreneurs
- Anyone driving digital transformation

Course Outline

1. Digital Transformation Defined

- What, When, Where, Why

2. Change Models for Digital Transformation

- Digital Transformation Journey
- Kotter's 8 Steps for creating digital transformation's urgency
- Force Field Analysis for checking forces for and against digital transformation
- Change Curve for emotional management during digital transformation

3. Digital Leadership Explained

- Traits
- Competences
- Drivers

4. Digital Leadership in Action

- Changing current business models
- Impacting products and services
- Creating new customer experiences
- Identifying new ways of working

5. Identify and Exploit Opportunities for Digital Transformation

- Pain points in users experience
- Incongruities in business process
- Demographic change in society
- Technological advancement

Trainer Profile

Dr Joey Wan is the Adjunct Lecturer at HKU Space, and also the Chief Drucker Educator at Peter F. Drucker Academy. He has over 12 years of experience in designing and delivering executive training, specialised in change management, leadership, innovation and strategy management of the digital era. He was the General Manager (Asia Pacific) of a global company for years. He received his Bachelor of Science and Master of Business Administration from San Francisco State University, and Doctor of Business Administration from Hong Kong Baptist University.

Certificate of Achievement

A Certificate of Achievement will be awarded to participants who have attended 75% or above of the course.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)**.
Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours: Monday to Friday 09: 00 - 18: 00



<http://u.hkpc.org/awt>



DIGITAL TRANSFORMATION

