Certificate in Digital Leadership

Date: 15, 17, 22, 24 Oct 2024
Time: 6:30-9:30pm
Venue: HKIoD Office in Wan Chai or via Zoom

Session 1 (3 hours):
Corporate Digital Culture and Digital Transformation
15 Oct
- From Industry 1.0 to Industry 4.0.
- Disruption and digital-ready enterprises
- Effective strategies in the digital age – ecosystem, platform, digital business model
- Data-driven enterprises - big data and AI
- Mindset and roles in leading digital transformation in a company
- Human resources strategies and management skills

Session 2 (3 hours):
Digital Apps for your Business
17 Oct
- Introduction to useful digital apps for business
- Techniques to choose appropriate apps
- Learning on selected useful AI apps

Session 3 (3 hours):
Design Thinking and Microsoft Workshop
22 Oct
- Understanding of design thinking and its relevance to digital transformation
- Mapping and fishbone analysis
- Project governance for digital transformation
- Practical use of Microsoft Copilot in the office

Session 4 (3 hours):
Strategic Management of Successful Digitalisation Projects
24 Oct
- Key components of project governance and its role in ensuring successful execution
- Identifying challenges in digital transformation and risk assessment
- Cost benefits analysis for digital transformation
- How to evaluate and select external technology vendors

Who Should Attend:
directors & senior executives

Language: Cantonese

Full Course - Member
Early bird price: $4,500
Regular price: $4,900

Full Course - Non Member
Early bird price: $6,500
Regular price: $6,900

Single Course
Member price: @$1,300
Non-member price: @$1,800

(Early bird means registration before 30 Sep 2024)

Total: 12 hours

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