

# Leading Digital Transformation

**(LDT-30)**  
**(30 hours)**

**Today's business environment requires** good understanding of the drivers of change in the digital business and how they can help us strengthen our business strategy. It is important to understand how digital transformation is causing changes in the current consumption dynamics of products and services and how, through the different digital tools, you can prepare yourself to be competitive in this new environment.

**In this course you will learn** about new technologies and digital marketing, and what changes are needed your business processes and in your way of working. Your business strategy needs to be adapted and evolved to respond to the new needs of both customers and suppliers.

## AFTER THE COURSE YOU WILL

- ❖ Be able to approach the strategy of your company.
- ❖ Better understand how to connect the technologies with the current processes of your company to be more efficient and to be able to face the new challenges in a different way.
- ❖ Acquire the necessary knowledge and competences to develop a detailed business plan understanding the different ways to approach to my customers and use the digital enablers.

## TARGET GROUP

- ❖ Professionals, managers and team managers who want to acquire a strategic and global vision to lead the digital change in their company.

## TRAINING METHODS

- ❖ Theory and Case studies

## About YOO

- ❖ Yoo helps the customers to innovate, designing strategies and technical architectures to improve their business processes, combining first level solutions and assuring the availability of the information to take decisions in real time.

## SUBJECTS

- ❖ Digital Transformation Strategy: Market, trends, digital identity of the company, digital ecosystems, new forms of relationship, ways to get info from my customers, Omni-channel, pricing models, process automation.
- ❖ Digital Environment: Digital Advertising, Search engines, Mobile Marketing & Advertising, Social networks, Digital marketing, Metrics and Data analytics
- ❖ E-commerce: What is e-commerce? Tools. Multi-stores, Multi-site, "multi-approach". Current CMS in the market, Integration of an e-commerce with the key systems of your company
- ❖ Marketplaces: Which are the new emerging ones? Understanding the ecosystem: the complete competitive environment, Business models and how to take advantage of them
- ❖ Customer Centric: What does the client want? Who has the client? In whose hands is the client? Who will handle my client's data? Retargeting, how to generate added value?
- ❖ Practical case studies: Focused to the different needs among the students.