

Leading Digital Transformation For C- Level managers

(LDT-10)
(10 hours)

AFTER THE COURSE YOU WILL

- ❖ Know the current trends in digital transformation of business models
- ❖ Understand the digital transformation needs of your area of expertise within the company
- ❖ Acquire the knowledge and skills necessary to understand what are the appropriate tools to transform your business area

TARGET GROUP

- ❖ C-Level managers who wants 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

In order to understand the reality of the change that is taking place in the **business environment, related to digital transformation**, it is necessary to know how and why it is taking place, what are the trends on which it is supported and what tools are being used.

In this course you will learn, through the analysis of current trends in digital transformation, what are the necessary changes that you will have to make in your business processes and in your sales and communication channels, to respond to **the needs of your customers and suppliers in an increasingly connected and global world.**

SUBJECTS

- ❖ Digital transformation: Why it is necessary. What competitive advantages digital transformation brings to my organization. Trends and tools: Internet of Things, Artificial Intelligence, Machine Learning, Cloud Computing, Network security, Blockchain.
- ❖ Digital transformation of business models: e-commerce, Collaborative and Circular Economies, Applications and Mobility.
- ❖ Digital transformation of sales channels: Trends and Tools: Multi-store, Multi-site, "multi-focus", "multi-front", current CMS in the market, Integration of an e-commerce with your company's key systems.
- ❖ Digital transformation of communication channels: Digital advertising, search engines, marketing and mobile advertising, social networks, digital marketing, metrics and data analysis. Marketplaces: Which are them? new emerging ones. Understanding the ecosystem: the complete competitive environment,