

IAEE Senior Executive Series

MANAGING DIGITAL BUSINESS TRANSFORMATION IN HONG KONG

*“Management in Digital Environment
- Leading into the Future”*

2 November 2017



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“At least 40% of all businesses will die in the next 10 years... if they don't figure out how to change their entire company to accommodate new technologies.”

- John Chambers, Chairman of Cisco System

Managing Digital

Business

Transformation

“Management in a Digital Environment - Leading into the Future”

Why do many successful, well-managed companies that seem invincible, suddenly get impacted by unlikely competitors – companies that were tiny, or that didn't even exist until a few years ago? Did these companies simply ignore their future success by focusing too much on their current products and strategy, and underestimating the potential of emerging, disruptive technologies and business models?

In this one-day course, participants will obtain practical insights and tools for surviving and thriving in the new digital business environment. This is meant for professionals, leaders and executives who:

- Have heard about Digital Transformation and are seeking for leverage points to start for themselves and their organization
- Are facing the challenge to integrate Digital Transformation in their current business and organization
- Have been assigned to drive Digital Transformation and are seeking for tools and strategies that can help them accelerate the process.

Speakers



WALTRAUT RITTER
Founder & Principal, Knowledge Dialogues

Ms. Waltraut Ritter specializes in research and advisory services relating to information and knowledge society. She works on innovation at the intersection between universities, government and business, such as public sector information policy and data governance.

She is particularly interested in working on helping organisations to build knowledge sharing networks and new models of open collaboration in a digital environment.

She holds an MA in Information Science and Sociology from the Free University of Berlin and an MBA from Anglia Ruskin University, Cambridge. She is a guest lecturer of the PolyU's Executive Masters in Innovation Leadership and Digital Leadership and also teaches in the MSc in Innovation Management programme at the Singapore Management University.

Ms. Ritter has served on the Digital Strategy Advisory Committee (DSAC21) of the HKSAR from 2010-2017.



SABINE REPERT
Founder and Director, Intent-X Limited
Management Coach and Consultant for
Digital Business Transformation,
Author and Trainer, Blockchain Methodologist.

Ms. Sabine Reppert is helping international large scale companies succeed with Digital Business Transformation. Her specialties are Digital Strategy Development, Digital Leadership Capability Building and Transformational Change Management. She founded her first coaching and consulting firm in 2011 in Germany and moved her business to Hong Kong in 2014.

Ms. Reppert holds a Master's degree in Mathematics from Philipps University Marburg and a Master's degree in Business Coaching & Change Management from the European University of Applied Sciences (Euro-FH) in Germany.

She is a founding member of the Mettā Entrepreneurs' Club in Hong Kong.

Programme Objectives

The objectives of the course is to understand the fundamentals of digital leadership and apply business transformation:

- Gain awareness about the importance of digital leadership and the impact for you and your organizations;
- Learn about insights, strategies and tools which empower you in executing your role as a Digital Leader; and
- Learn about the concrete innovation ecosystem in Hong Kong and how you can plug into the digital community.



Programme Structure

Morning session

- Welcome, Introduction and Expectations
- **Part 1: Awareness-Building for the need of Digital Leaders**
Presentation, Exercise and Reflection
- **Part 2: Personal capacity building for Digital Leaders**
Presentation, Case Studies, Exercise and Reflection
- Q&A of the morning session

Afternoon session

- **Part 3: Innovation in the Digital Era**
Presentation, Tools, Methods, Exercise and Reflection
- **Part 4: How to succeed in Hong Kong with Digital Transformation**
Presentation, Exercise and Reflection
- **Wrap-up : Bringing it all together**
Exercise and next steps
- Review of Takeaways, Q&A and Concluding Remarks

INSTITUTE OF ADVANCED EXECUTIVE EDUCATION

The Institute of Advanced Executive Education (IAEE) at The Hong Kong Polytechnic University (PolyU) is *Your Learning Vista for Dynamic Transformation*. Established in January 2011, IAEE develops advanced executive education and provides interdisciplinary courses. We embrace PolyU's promise of "Opening Minds · Shaping the Future" in designing programmes for senior executives, organisations and business professionals.

The Institute draws on PolyU's strengths to offer interdisciplinary executive education programmes in niche areas. Through our programmes, senior executives develop innovative thinking, enhance their leadership skills for strategic and operational excellence.

Advanced Executive Education is one of the four priorities set by the President of PolyU, Professor Timothy W. Tong, in his Inaugural Address in 2009. Led by Mrs Georgina Chan, Director of Institute of Advanced Executive Education, IAEE aims to enhance the University's reputation and connections with the private, public and professional sectors locally, nationally and globally. Mrs Chan possesses senior management experience with strategic development capabilities, extensive knowledge and skills in education and training gained locally and overseas. Prior to joining PolyU, Mrs Chan had held senior positions with two prestigious professional accountancy bodies, Institute of Singapore Chartered Accountants and the Hong Kong Institute of Certified Public Accountants (CPAs).

BESPOKE PROGRAMMES

We work collaboratively with our clients to identify and understand their company needs, helping them develop strategic business solutions that address the unique challenges they face. The format, framework, content, duration and methodologies of each programme are completely customisable. Developed and delivered by leading professors and experts in the field, our customised programmes inspire, enrich and empower participants, leading to significant outcomes for their organisations.

OPEN PROGRAMMES

IAEE has developed a portfolio of executive education programmes that offer senior executives and business professionals flexible learning in the development of their careers. All our programmes help participants acquire strategies and techniques to transfer what they learn back to their organisations. As a participant you will be inspired by our faculty members and reputable speakers, who are renowned for their ability to offer cutting-edge insights to senior executives and professionals at all levels. They will engage, challenge and equip you with knowledge, skills and expertise that will place you ahead of your peers.

AWARD-BEARING PROGRAMME

IAEE partners with PolyU's Department of Computing to offer an interdisciplinary *Executive Master in Digital Leadership* programme that specially designed to provide forward looking executives with genuinely innovative professional development experience to become well-equipped leaders in today's digital economy.

Registration & Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE on or before **26 October 2017 (Thu)**. Spaces are limited, registration will be accepted on first-come-first-served basis.



Date: 2 November 2017 (Thu)
Time: 9:30 am - 5:00 pm
Venue: PolyU campus
Fees: HK\$6,000 per person
(Lunch and refreshments are included)

Tel: (852) 3400 8476
Email: iaee.enquiry@polyu.edu.hk
Website: www.polyu.edu.hk/iaee
Address: GH267, GH Podium Annexe,
The Hong Kong Polytechnic University,
Hung Hom, Kowloon

Combo Programmes

Enjoy **10% discount** for registrations of any two of the IAEE Senior Executives Series programmes.
Enjoy **5% discount** for registrations on or before 6 October 2017 (Fri).

Looking for training topic?

Talk to us to learn about the wide array of programmes on offer and tailor a combo that best suits your needs.

CONTACT US

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