



Kankan*Tree

DIGITAL AGE – RESEARCH + CONSULTING

MASTERCLASS

Digital Transformation

Getting
Ready
for the Digital Age



“ Decision makers are too often caught in traditional, linear (and nondisruptive) thinking, ... to think strategically about the forces of disruption and innovation shaping our future”

- Klaus Schwab, World Economic Forum, 2016

MASTERCLASS

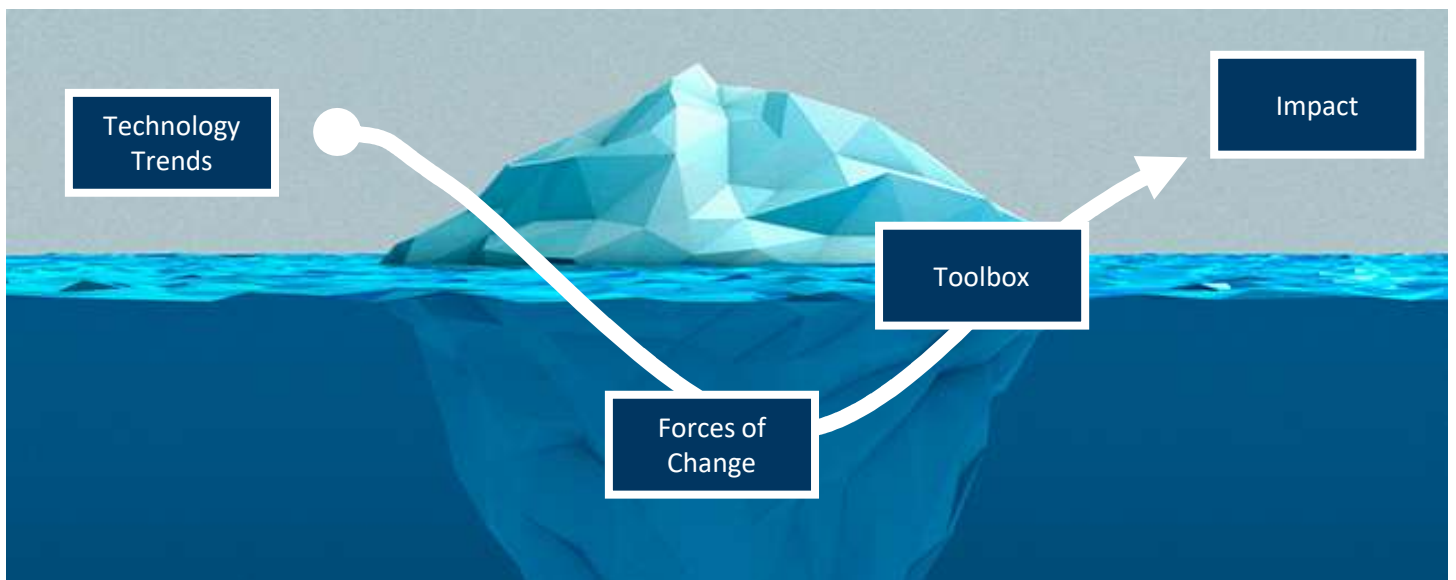
Digital Transformation

Leading in the Digital Age | This age of Digitisation brings unprecedented change. The speed and complexity of today's change is so profound that there are those who can keep up, and those who cannot. This **widening digital chasm** affects citizens, employees and leaders alike. Today's leaders need an understanding of the disruptive nature of digital technologies. They also need a non-linear mind set, giving them the confidence to face and lead their organisation's inevitable transformation.

This one day Masterclass gets you up to speed with the latest tech trends and gives you the insight and tools needed to design your own Transformation Journey

You should participate in this Masterclass if you want to:

- Know, at a managerial level, all about today's digital technologies: from AI and IoT to Big Data and Blockchain
- Understand the underlying forces that these technologies exert on society, business, and life itself
- Envision the implications of this technology for Work, Organisation, Business Models, Processes, and Society
- Acquire the skills and tools needed to define and explore your Digital Transformation strategy and lead in the Digital Age.



AI starting to impact white collar jobs

Checking our smartphones over 150 times / day



43% would entrust their data if used for greater good

More than 8 billion connected devices on the internet



34% of US work-force working in the gig-economy

PROGRAMME

BLOCK
1

DIGITAL TECHNOLOGY TRENDS A COMPREHENSIVE OVERVIEW

- The 4th industrial revolution. Why (now)?
- Social, Mobile, Big Data, AI, Robotisation
- Augmented & Virtual Reality, 3D printing
- Cloud, Internet-of-Things, Cybersecurity
- Blockchain, FinTech, and Smart Contracts

BLOCK
2

DISRUPTIVE FORCES OF DIGITAL IN-DEPTH UNDERSTANDING

- Analysis of the four forces of digitisation: hyper-connectivity, pervasiveness, virtualisation, hyper-intelligence
- Pivotal role of Digital Engagement
- The renewed importance of Trust
- Role play: Influencing Behaviour

BLOCK
3

IMPACT OF DIGITISATION CAPABILITIES FOR THE FUTURE

- Society: smart city, democracy, ethics, countervailing big tech, inequality, education
- Work: collaboration, overload, augmentation
- Business Model: eg. Uber, Alibaba, GE
- Organisation: platforms, pipes & ecosystems
- Processes: data driven and autonomous

BLOCK
4

MASTERING DIGITAL CHANGE ACTIONABLE TOOLS AND METHODS

- Networked-Exponential Mind Set
- Discovery Driven Design Thinking*
- Customer Journey Mapping
- Case: Digital Disruption Scenario's
- Leadership Imperatives

MASTERCLASS LEADER



Photo by Martin van Rooij

Haydee Sheombar

has more than 20 years experience working with PWC and IBM as a business consultant, business development executive and Smarter Cities leader.

Working at the intersection of business and ICT, she has helped international (board room) clients to design strategies and implement change. In 2015 she founded the research led consultancy Kankan*Tree to help digitally transform organisations and the way they engage citizens, consumers and employees

Research backed Masterclass

What are the latest technological and societal trends? How are visionary leaders responding? What do academics say about the impact of digital on our lives and behaviour? This is the kind of solid, actionable knowledge **Kankan*Tree Research** pursues with it's research programme

Contact Information

Dr ir Haydee S. Sheombar
Kankan*Tree BV
info@kankantree.com
+31 653 405214
www.kankantree.com



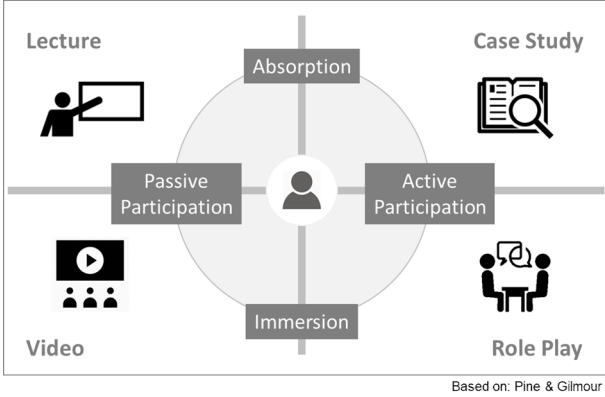
COURSE DETAILS

COURSE METHODOLOGY

The Experience Based Learning method is used, since people learn best thru a combination of different teaching experiences

Because of the interactive nature of the masterclass the optimal training group size ranges between five and ten participants

Experience Based Learning and Transformation



WHO SHOULD ATTEND?

- C-Suite leaders of all Lines of Business
- Supervisory Board Members
- CTO's and CDO's
- Chief Strategists
- CIO and Corporate IT Architects
- Digital Transformation Leaders
- Customer Experience Designers
- Digital Transformation Project Members

CUSTOMISATION

The organisation specific Masterclass can be tailored to the requirements of the Audience

- Content of Lectures and Videos are focused on the organisational context and industry
- Role Plays and Case Studies can be developed to cope with specific challenges


“we research and design **digital engagement** as the cornerstone of your **digital transformation**”




Kankan*Tree


DIGITAL AGE – RESEARCH + CONSULTING


INFO MASTERCLASS

 Full Day
(standard version)

 On-site or off-site

 Course Handout

 Fee upon Request
(ex. customisation)
(ex. facility costs)

 Max. 10 participants