

Transform your business to survive the digital revolution  
in this practical two-day programme  
for strategic business leaders

ABS | Executive Education

# LEADING DIGITAL TRANSFORMATIONS

**Professor Gianvito Lanzolla**

Professor of Strategy; Head of the Faculty of Management;  
Director of the Digital Leadership Research Centre, Cass Business School

**16** AICB  
CPD HOURS

## PROGRAMME OVERVIEW

Digital technologies are profoundly transforming people, societies and the business landscape. This highly interactive programme provides company executives and entrepreneurs with the conceptual knowledge and practical tools required for the on-going digital transformations of their organisations. Learn about the business impact of digital change and formulate a digital roadmap for the future of your organisation.

Join other industry leaders to learn how digital technologies are changing the business context including products, services, value chains and industry structures; the new rules of competition and new strategic imperatives; business models and organisation to become digital; challenges in managing digital and legacy business models; the transition to digital; and the role of regulation.

## WHO IS THE PROGRAMME FOR?

The programme is designed for non-technical executives, leaders and entrepreneurs who need to better understand changes in the digital landscape, the impact on business models and the disruptions to industries.

## FOCUS AND STRUCTURE

The programme is divided into two parts. The first covers a review of the wider psychological and socio-economic implications, including the co-evolution of technology, business and society in order to develop emergent scenarios on the impact of digital transformation.

The second part focuses on the business implications of digital transformations, including basic analytical tools, value chain digital transformations, digital ecologies, product service digital convergence, digital disruptions of products and services, organising for digital innovation and new business models. Through a blend of face-to-face teaching, interaction over a digital environment, case studies and experiential learning delivered by experts in the field, you will create your own digital roadmap. Delegates will collaborate with digital tutors and share positive and negative experiences with peers to learn from a range of best practices.

## BENEFITS

- Learn about frameworks for analysing the impact of digital change on your competitive advantage
- Understand the sources of competitive advantage in the digital world and the role that digital should have in your business strategy
- Learn about frameworks to help you define and build successful digital business models
- Gain in-depth knowledge on how to develop or predict the emergence of new business models
- Understand the pitfalls when running digital and traditional business models at the same time
- Learn about mechanisms to build a winner takes all digital strategy
- Learn about mechanisms to escape from being stuck in the middle – i.e. when you are neither a market leader nor a niche player
- Get direct exposure to successful cases and senior executives that have already embraced digital change
- Develop an action plan to implement digital change in your organisation, before it is too late



## PROGRAMME FACULTY

### Professor Gianvito Lanzolla

**Professor of Strategy; Head of the Faculty of Management;  
Director of the Digital Leadership Research Centre, Cass Business School**



Gianvito joined Cass in April 2006. Before this, he served on the faculty of the London Business School. Over the years, he has had several visiting appointments at leading business schools including Hyderabad's Indian School of Business, Berlin's ESMT and University of Bologna.

Gianvito's research has won several academic prizes and has been widely featured in the business media including the Financial Times, the Economist, CNBC, CCTV and the Wall Street Journal, as well as in policy papers. His articles have appeared in leading outlets including Academy of Management Journal, Academy of Management Review, Production and Operations Management, Long Range Planning, Journal of Management, Business Strategy Review and Harvard Business Review.

He teaches Strategic Leadership, Diversification and Growth Strategy, Corporate Organisation and Leading Digital Transformation at both Cass Business School's London and Dubai campuses. He also leads the Digital Innovation MBA programme in Silicon Valley. He has yearly been awarded several teaching excellence prizes including the 2015 City University's Award for Teaching and Learning Excellence, the 2012 City University's Student Voice Award and the 2009 Cass Business School's Award for Teaching and Learning Excellence. Professor Lanzolla holds a PhD in Strategic Management and an MSc in Mechanical Engineering.

Gianvito consults and gives talks for companies worldwide. He has worked with leading companies including Microsoft, British Telecom, IBM, Vodafone Group, Vodafone India, Ericsson, Axel-Springer, De Persgroep, SKY UK, Times of India, Unicredit, ING Group, Bank of New York-Mellon, Allianz, some German manufacturing middlestand (Vallant, KION) and international conglomerates (Alturki, Barloworld, Alghanim).

## ABOUT CASS



An integral part of City, University of London, the Sir John Cass Business School is among the global elite of business schools that hold the gold standard of 'triple-crown' accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS). They are consistently ranked amongst the best business schools and programmes in the world which, coupled with an established 40-year reputation for excellence in research and business education, enables them to attract some of the best academics, students and businesses worldwide into their exclusive Cass network.

### PROGRAMME DETAILS

Date : 27 & 28 May 2019  
Time : 9:00 am – 5:00 pm  
Venue : Asian Banking School

### PROGRAMME FEE

**MYR  
8,000\***

The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant.

\*Subject to 6% Service Tax

To register for this programme, please visit the Executive Education page on our website at [www.asianbankingschool.com/our-programmes/executive-education](http://www.asianbankingschool.com/our-programmes/executive-education)

## ABOUT US

The ASIAN BANKING SCHOOL (ABS) is dedicated to developing talent and is the largest specialised provider of quality banking training programmes in the ASEAN region.

As the industry's preferred partner in learning and development, ABS offers relevant training programmes that cover a comprehensive list of banking areas that are designed and developed in-house by our Specialist Training Consultancy Team or in collaboration with strategic learning partners that includes some of the top business schools in the world. It also provides specialised consulting services and tailored learning solutions to meet the specific needs of its clients.

Through its sector-leading Executive Education programmes including the ground-breaking Global Banking Leaders Programme with Cass Business School, City, University of London, as well as the Emerging Banking Leaders and Summer School Programmes with the University of Cambridge Judge Business School, ABS equips banks and its senior executives with the right knowledge to take them up and move them forward.

ABS works closely with the Asian Institute of Chartered Bankers in raising competency standards for the banking industry through the delivery of training workshops related to professional qualifications developed and awarded by the professional body. It is also the exclusive training partner for the Chartered Banker Institute in the UK.

ABS also plays a significant role in enriching the talent pipeline for the financial services sector through the industry recognised Financial Sector Talent Enrichment Programme (FSTEP) and Graduate Training programmes. It is also responsible for designing, developing and delivering the industry-wide Ethics and AML / CFT programmes.



### OUR OTHER EXECUTIVE EDUCATION PROGRAMMES

- ***Emerging Banking Leaders Programme***  
1-5 April 2019
- ***The ALCO Challenge***  
2-3 July 2019
- ***Cambridge Summer School Programme***  
29 July - 2 August 2019
- ***Breaking Down Silos for Agility in Banking***  
23-25 September 2019
- ***Global Banking Leaders Programme***  
25 November - 6 December 2019

For training enquiries:

Asian Banking School  
Level 12, NU Tower 2,  
Jalan Tun Sambanthan  
Kuala Lumpur Sentral  
50470 Kuala Lumpur, Malaysia  
Tel :  
+603-2742 7822  
Email :  
training@asianbankingschool.com  
Website :  
www.asianbankingschool.com

Connect with us also on:

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