Revitalizing Your Digital Business Model

"Business success in the digital economy will rarely be a function of technology... companies that succeed will likely distinguish themselves by working smarter." — Jeanne Ross, Director and Principal Research Scientist, MIT CISR

Program Details
As the world continues to digitize and grow in complexity, virtually every enterprise will need to have a great digital business model, one that creates value by engaging customers and helping employees work smarter.

This program is designed to guide senior executives as they attempt to leverage opportunities and overcome challenges associated with competing in the digital marketplace. Based on extensive MIT research, it provides insights into how firms can achieve competitive advantage by providing unique digital content, an exceptional customer experience, and superior digitized platforms.

At MIT Sloan, we have created frameworks to help enterprises define and build powerful digital business models that will facilitate their ability to compete in the global digital economy and thrive in emergent ecosystems. Revitalizing Your Digital Business Model will help senior managers address the following issues:

- What is the source of competitive advantage for your digital business model?
- How can you manage business complexity in the global digital economy?
- How do you create digitized platforms that enable new and evolving digital opportunities?
- How can you simplify your customer experiences without creating burdensome organizational complexity?
- How can you create new information offerings that generate bottom-line value for the firm?

Using lessons derived from the experiences of successful traditional and “born-on-the-web” companies in the digital economy, the program offers an expert faculty, a self-assessment exercise to help you benchmark the current strength of your own digital approach, frameworks of effective digital business models, and consulting group sessions to help you explore analysis approaches that you can bring back to your organization and apply.

Takeaways
At the conclusion of this program, executives will be better prepared to address the following issues:

- What digital capabilities do you most need to focus on?
- What information offerings have the most potential for data monetization, and how can they most effectively generate value?
- How can you derive value from business complexity while keeping that complexity manageable?
- What metrics can you use to track whether you are delivering customer satisfaction on a daily basis?
- How will you gain competitive advantage in the digital economy?

"A great digital business model will often challenge the status quo of the enterprise.”
— Peter Weill
Chairman
MIT Center for Information Systems Research (CISR)
Revitalizing Your Digital Business Model

Sample Program Schedule
(subject to change)

Day 1
8:00 AM–9:00 AM: Registration and Continental Breakfast
9:00 AM–12:30 PM: Engaging the Customer Digitally, Creating a World-Class Customer Experience
12:30 PM–1:30 PM: Luncheon
1:30 PM–5:00 PM: Next-Generation Platform: Building Capabilities for a Complex Digital World, Wrap-Up

Day 2
7:45 AM–8:30 AM: Continental Breakfast
8:30 AM–11:30 AM: Net-Generation Content: Data Monetization and Information Business
11:30 AM–12:30 PM: Luncheon
12:30 PM–1:30 PM: Mobile Apps
1:30 PM–2:50 PM: Assessment Experience and Wrap-Up
2:50 PM–3:00 PM: Complete Course Evaluations

Participants
Revitalizing Your Digital Business Strategy is designed for senior executives and managers at division or corporate levels, including:

• CEO / COOs
• Presidents
• VPs and EVPs
• CIOs and IT Leaders
• Corporate Planners, Strategists, and Strategic Planners
• VPs of Operations
• Senior Marketing Executives
• Senior Business Development Executives
• Senior Project Managers
• Product Development Managers
• Innovation Officers

Program Faculty
Please note that faculty are subject to change and not all faculty teach in each session of the program.

• Jeanne Ross
• Peter Weill
• Barbara Wixom
• Stephanie Woerner

"This course was clearly well thought through. The research, the presenters, the flow... all were excellent. I’ve been back in the office for only a week and am already putting lessons from this course into action."
—Scott St. M.
Past Participant
Read this review and others online.

"A thought-provoking course on how to approach your customers and enhance their experience. Great real-life examples and advice on how to look at your company and make the “real” changes needed to make a sustainable difference."
—Kevin M.
Past Participant
Read this review and others online.

"I’ll apply the content of this course as soon as I return back to my company."
—Elio S.
Past Participant
Read this review and others online.

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