

Digital Manager



MR-179 9 Days (63 Hours)

Description

Digital is shaking up the economic situation and only well-prepared companies will succeed. Companies need an identified and well-trained contact person to lead their transformation towards digital. This training cycle allows the person responsible for digital to appropriate new economic models, to identify the skills and technologies necessary for the company, to equip managers to deploy a digital strategy that will drive growth for the company. .

Who is this training for ?

For whom

Manager, Strategy Manager. Business Unit Manager, Sales or Marketing Manager. Future Digital Manager of the company: digital director, Head of digital, Chief digital officer, ... Consultant, and any person in charge of the digital transformation of the company.

Prerequisites

None

Training objectives

- Understand the challenges of the digital transformation of the company
- Define the new business model and deploy the associated strategy
- Identify the skills needed to successfully transition to digital
- Identify digital technologies that generate competitiveness for the company
- Lean on the new role of the manager in digital transformation

Training program

PARTIE 1 : Impact du digital sur le business model (3 jours)

- 1 - Identify the challenges of digital transformation for your company
- Analyze the trends of a changing economy.
- Understand the disruptions caused by digital.
- Identify the impact of sustainable development and CSR in digital transformation.
- Clarify the role of digital technologies: mobile, social media, analytics, cloud computing, connected objects, blockchain, NFT, metaverse...
- Enter the dematerialization of processes and services.
- Manage data: the main indicators (KPI), setting up a table of edge, ROI.
- 2 - Place project management at the center of digital transformation
- The fundamentals of digital project management.
- Take advantage contributions from design thinking.
- Adopt agile methods.
- Risk analysis of digital transformation.
- 3 - Develop a digital strategy that brings growth
- Understand the different digital strategies.
- Distinguish between possible economic models and their sources of income.
- Locate the degree of maturity of your company in the face of digital transformation.
- Rethink your Business Model in the digital age: the Business Model Canvas.
- Take inspiration from successful examples of digital transformation.
- Scenario: Practical case: practice defining a digital transformation project based on a brief.
- Practical application: Before part 2, identify the multi-device journey of your clients.

PARTIE 2 : Impact du digital sur le marketing et les systèmes d'information (3 jours)

- 1 - Focus on the customer experience
- New customer behaviors.
- Customer experience: purchasing journey and touchpoints.
- Identify winning practices in terms of customer experience.
- The challenges of customer experience on the marketing vision.
- 2 - Integrate digital marketing
- Digital marketing in an acquisition and loyalty strategy.
- Natural referencing (SEO): a determining asset.
- Audience measurement (analytics) to optimize marketing actions.
- Landing pages: a customer-centric approach.
- CRM at the service of performance: function, objectives and available solutions.
- Personalization of customer relations and marketing automation.
- The key invoices for successful customer conversion.
- Aim for the convergence of marketing, sales, customer relations and IT functions .
- New commercial approaches (social selling, remote selling).
- 3 - Addressing digital business technologies
- The central role of the IT department in the digitalization of the company.
- Principle of urbanization of IS: technical fundamentals.
- Digitalize the workstation: digital workplace and digital collaborator.
- The cybersecurity of a company: risks and analysis study.
- Adapt the IS to digital challenges (BYOD, shadow IT, data opening, etc.).
- Integrate the mobile terminals in digital transformation.
- Deploy Cloud and SaaS solutions.
- Business Analytics and Optimization (BAO) technologies.
- Practical application : Before part 3, identify the obstacles and levers of digital transformation in the company.

PARTIE 3 : Impact du digital sur le management (3 jours)

- 1 - Activate the key success factors in a digital transformation project
- The role of HR in digital transformation.
- The integration of a new skills framework.
- Develop the digital agility of employees.
- Identify the obstacles to digital transformation, decipher cultural inhibitions.
- New generations, new values.
- Role and responsibilities of management in digital transformation.
- Establish a digital governance system.
- 2 - Manage the impacts of collaboration on management
- Managing with collaborative tools.
- Animating internal communities.
- Using corporate social networks.
- Management collaborative, hybrid management.
- Scenario: Exercise to simulate collaborative work with an online tool.
- 3 - Rely on new management methods
- The principles of agile culture and "test and learn".
- From agile project to agile management.
- Instill an entrepreneurial spirit.
- New modes of collaboration: partnership and collective relationship, right to fail, new work spaces.
- The influence of start-ups in the functioning of the company.
- The contributions of leadership to management.
- The new organizational models.