



# MANAGING CHANGE FOR DIGITAL TRANSFORMATION

## Empowering Business Leaders of Local Enterprises to Manage Change for Digital Transformation

In the dynamic world of business, embracing digital transformation is no longer an option but a necessity.

This comprehensive course is designed to empower business leaders from both medium and large enterprises, equipping them with the essential skills and insights to systematically drive and manage change in the digital era.

By combining an intensive in-class training component and potential post-course mentoring, participants will gain a holistic understanding of how to manage change for successful digital transformation initiatives.

**Duration:** 3 days

**Format:** Interactive and case-based

**Hands-on learning:**

Immerse yourself in the simulated case study of a 40-year-old company undergoing digital transformation and gain practical skills to apply in your own organisation

**Peer-to-peer learning:**

Engage in rich discussions with fellow business leaders, fostering a supportive and collaborative learning environment.

## Course Overview

The course aims to equip business leaders from MNCs and SMEs with the necessary skills to manage change, specifically in the context of digital transformation. Over three intensive days, participants will immerse themselves in a rich and interactive learning experience, exploring an in-depth simulated case study of a 40-year-old enterprise undergoing digital transformation. Through real-world scenarios and drama encountered in the case study, business leaders will gain invaluable insights into the core tenets of successful change management in the digital landscape. This pragmatic approach ensures that participants not only grasp theoretical concepts but also learn how to apply them effectively in real-world situations.

## Post-Course Mentoring Grant

The course recognises that gaining knowledge through training does not guarantee a successful implementation. Therefore, the implementation preparation component of the course helps participants shape their thinking on the necessary support that they require for effective change.

With this insight, participants can seek subsequent support, including application for the Enterprise Transformation Programme (ETP) grant via NUS. This grant supports effective knowledge transfer via mentoring by well-qualified academic staff, enabling participants to confidently lead their organisations through digital transformation.



## Topics

- Application of Change Management Principles Across Different Levels of the Organisation
- Formulation of a Comprehensive Change Management Plan
- Assessment of Organisational Change Readiness
- Preparation of the Organisation for Digital Transformation
- Sustaining of Change Momentum in Digital Transformation

Join us on this transformative journey and empower yourself with the knowledge and expertise to lead your organisation into a successful digital future.

**Register now and embrace the change!**

## Testimonials from

Cohort 1



Very informative with the latest update for me to apply and adopt in my work.

This course enables us to understand and learn the change management applications in great depth and detail.

Glad that I attended this course as I benefitted from Dr Yong who shared tips through practical real case examples.



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