



QUEEN'S  
UNIVERSITY  
BELFAST

WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE

# DIGITAL TRANSFORMATION TOOLBOX



SHAPING  
A BETTER  
WORLD  
SINCE 1845

# DIGITAL TRANSFORMATION TOOLBOX



## PROGRAMME DATES

Autumn 2023 and Spring 2024



## PROGRAMME FORMAT

On campus (face-to-face)/ 3 days



## LOCATION

QUB campus, Belfast



## LANGUAGE

English



## PRICE

£1700

Payment options are available



## WHO SHOULD ATTEND

- Mid-to senior-level managers who are in traditional leadership positions – of business units, functions, and products – who want to better leverage digital in their current leadership roles.
- Executives seeking to gain insights into the types of technologies that will enrich their innovation strategy and boost their business performance.
- Business leaders who strive to be more proactive in implementing new ideas, staying ahead of the competition, and aligning their people, data, and technology.

# OVERVIEW



Powerful and emerging technologies today including the cloud and AI, mean any business going through a digital transformation journey will discover rewarding opportunities, but will also have to face potential threats. Today's global leading organisation's all recognise digital technologies as a valuable component essential to thrive in our highly volatile world. The Digital Transformation Toolbox has been developed to equip you with a practical knowledge and skills that will enable you to embrace these opportunities while competing in a digitally-centric world.

As part of the Clinton Leadership Institute's **Innovation: Strategy: Transformation** series of programmes that address upskilling and the digital economy, this immersive three day course offers a deep dive into digital transformation, assisting a mind-set change. Participants will walk away primed to enrich their innovation strategy, drive digital value and opportunities, boosting their business performance.

The Digital Transformation Toolbox encourages a mind-set change – assisting you to understand, explore and reflect on a range of potential

technologies that could create value for your business. Skills and tools are covered to equip you with the know-how and confidence to take the next step and implement new technology. Examples of technologies covered on the course include artificial intelligence (AI), internet of things (IoT) augmented/virtual reality (AR/VR) Blockchain and 3D printing. An interactive experience is provided to highlight how various technologies are implemented in practice. You will also hear from Liam Robertson, an expert in cyber security. He will provide insight into the importance of Cybersecurity, mitigating damage from cyber-attacks and the benefits of C-Suite.

Throughout the programme, you will gain a deeper understanding of the value of digital transformation from leading industry guest speakers, sharing their personal experiences, insights, tips and future predictions gained from their personal digital transformation journeys. It will support you in becoming more proactive in the digital domain, help you turn digital threats into opportunities, and allow you to leverage digital to create competitive advantage and enhanced performance.



 <p>Through our exceptional online campus platform, will be able to access videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.</p>	 <p>We shall give you an immersive deep dive into digital technologies and transformation, shifting your mindset, boosting your knowledge and equipping you with the tools to confidently lead in these volatile times.</p>	 <p>You will have the opportunity to network with like-minded professionals and learn from your peers as well as industry experts and faculty.</p>
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**How You Will Benefit**

- Identify the elements of Industry 4.0 and examine why it is applicable to your business for innovation and growth.
- Understand the aspects of digital transformation – what it is, why it is needed and how to enhance your business with a digital transformation strategy.
- Explore a range of digital tools that can assist with a data analytical approach to business decision making.
- Analyse the key features of a range of emerging technologies and investigate the benefits and challenges associated with their implementation.
- Discover the vital importance of cyber security, practical steps you can take to protect your business and mitigating the damage from cyber-attacks.

## WHO IS THIS PROGRAMME FOR

The programme is ideal for business leaders wishing to gain a deep dive into digital transformation and walk away with a practical toolbox to lead digital disruption with confidence.

Developed with the busy executive in mind, this programme is suitable for professionals from any industry - mid-to senior-level managers, leaders of a functional department, head of a business unit or product development, executive with general management responsibilities and those who wish to understand, innovate and embrace the opportunities presented from digital disruption.

Our interactive classes provide hands-on experience for executives to explore how to extract value from emerging technologies and align your organisation for effective application of digital technologies, including artificial intelligence, internet of things (IOT) augmented/virtual reality, Blockchain and 3D printing. Digital Transformation Toolbox will provide you with the skills to understand the value of cyber security, the current landscape of cyber threats and how to mitigate damage to your business. This programme is the next step for organisation's and executives ready to add tangible value through digital transformation and wishing to gain the knowledge, expertise and tools to successfully lead disruption in their industry.

## PROGRAMME STRUCTURE AND CONTENT

### WEEK 1

**DIGITAL LANDSCAPE WITH A FOCUS ON DATA ANALYTICS**

#### Session 1

##### Digital Transformation

- Overview of Industry 4.0
- Digital transformation - what, why and how

#### Session 2

##### Data Analytics

- Data Analytics - IMPACT cycle and related technologies

### WEEK 2

**EXPLORING DIGITAL TECHNOLOGIES**

#### Session 1

##### Understanding the value of digital technologies

- Blockchain
- Artificial Intelligence

#### Session 2

##### Understanding the value of digital technologies

- Augmented and virtual reality
- Internet of things
- 3D printing

### WEEK 3

**DIGITAL TECHNOLOGIES IN PRACTICE**

#### Session 1

##### Cyber Security and your Organisation

- Key aspects of cyber security including threats, mitigation strategies and emerging issues

#### Session 2

##### Technologies in operation

- Hands-on experience with technologies at the NITC

ON-CAMPUS

**“You never find things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete”** Buckminster Fuller

# PROGRAMME FACULTY



## BRENDA CLERKIN

Brenda is a Lecturer of Practice at Queen's Business School. Brenda brings over 14 years of professional experience working with EY internationally and in NI. This experience spanned small and medium enterprises, based in the UK and Ireland, to large multinational organisations across a number of different industries including aerospace, agriculture, leisurewear, luxury apparel, utilities and the public sector. Brenda is passionate about improving how businesses are run and views a dynamic combination of effective leadership and the implementation of digital technologies as critical to organisational success. Brenda brings leadership theories to life through the application of real world experience and insights.



## LIAM ROBERTSON GUEST SPEAKER

Liam is a Cyber Security Consultant at EY and joins us to share his experiences on module 3. He has 20+ years' experience working with agencies and companies throughout the UK, Ireland & USA. As a cyber security professional he works with clients on their infrastructure and network security, as well as data privacy & protection. He lives in Rostrevor at the foot of the Mourne Mountains.

# EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

**RUSSELL  
GROUP**



We are proud to offer you a new series of Innovation, Strategy, Transformation programmes to develop your future skills and workplace requirements in the digital economy.

Throughout this programme you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and our internationally experienced faculty. I look forward to welcoming you to this programme in the near future.

**Uif Bosch**  
Academic Director

## CONTACT US

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