



**QUEEN'S  
UNIVERSITY  
BELFAST**

**WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE**



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# DIGITAL TRANSFORMATION AND EMERGING TECHNOLOGIES

**SHAPING  
A BETTER  
WORLD  
SINCE 1845**

# DIGITAL TRANSFORMATION AND EMERGING TECHNOLOGIES



## PROGRAMME DATES

Spring and Autumn



## PROGRAMME FORMAT

Online. 4 half days



## LOCATION

Online



## LANGUAGE

English



## PRICE

£750

Payment options are available



## WHO SHOULD ATTEND

- Business owners and managers who wish to understand and leverage the value of digital technologies and implement a digital transformation in their organisation.
- Managers 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. Digital Transformation and Emerging Technologies has been developed to equip managers with the practical knowledge and skills that will enable the organisation to embrace these opportunities and thrive in a digitally centric world.

This immersive course is delivered in four half days online and offers a deep dive into digital transformation. Participants will walk away primed to enrich their innovation strategy, drive digital value and opportunities, boosting business performance.

Digital Transformation and Emerging Technologies course stimulates a mind-set change and an opportunity to understand, explore and reflect on a range of potential technologies that could create value for the business. Unpack a range of skills and tools to help you to take the next step and strategically implement new technologies. Examples of technologies covered on the course include data analytics, artificial intelligence (AI), internet of things (IoT) augmented/virtual reality (AR/VR) Blockchain and 3D printing.

Walk away equipped to become more proactive in the digital domain, leveraging digital to create competitive advantage and enhanced performance.



## 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.

# WHO IS THIS PROGRAMME FOR

The programme is ideal for managers 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 manager in mind, this online programme is suitable for mid to senior level professionals from any industry who wish to understand, innovate and embrace the opportunities presented from digital disruption.

It is particularly beneficial to business owners and managers in small and micro businesses who are interested in exploring how digital technologies can help transform how the business operates.

Our expert led, interactive, online classes provide hands-on experience for managers to explore how to extract value from emerging technologies and align the organisation for effective application of digital technologies, including artificial intelligence, internet of things (IOT), augmented/virtual reality, Blockchain and 3D printing. Understand and consider as leaders how to use digital technologies in ways that are socially, economically and environmentally responsible.

This programme is the next step for organisations' ready to add tangible value through digital transformation and wishing to gain the knowledge, expertise and tools to successfully lead disruption in their industry.

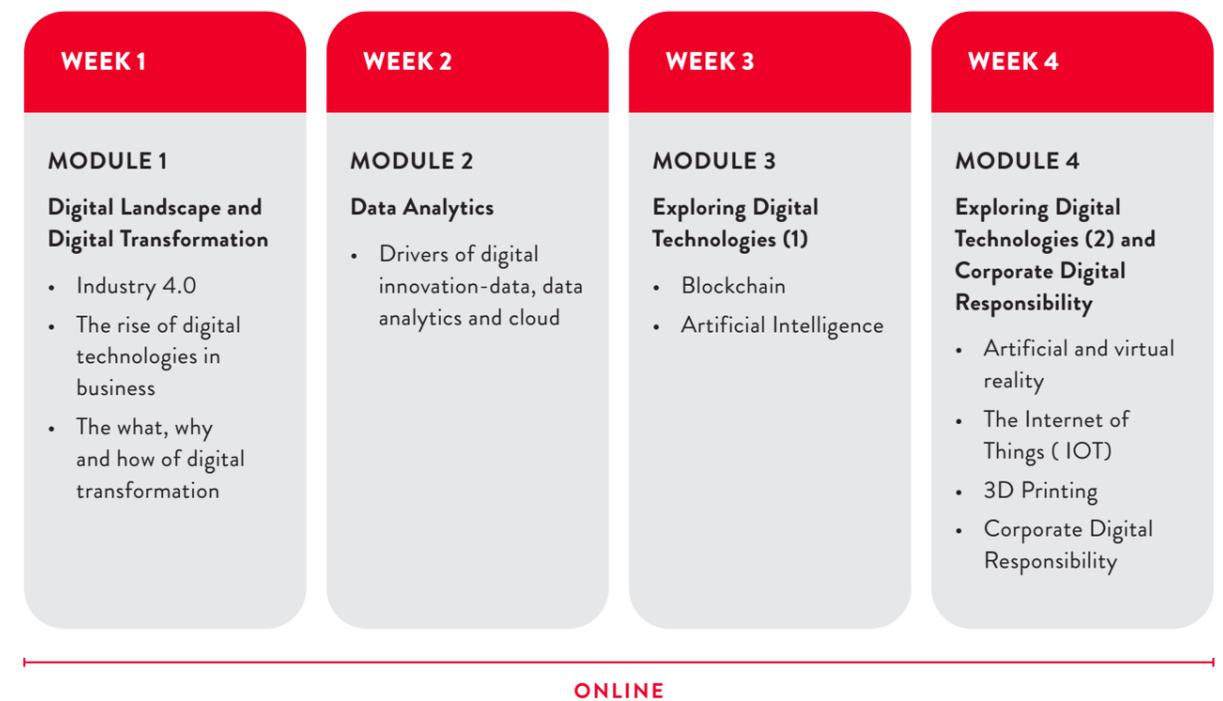
The course provides a comprehensive and practical foundation in digital and emerging technologies, in support of the ambitions of the Digital Transformation Flexible Fund.

The Digital Transformation Flexible Fund is a grant initiative to help small and micro businesses in Northern Ireland to help fund a digital transformation project to advance their competitive edge and achieve long term success. The grants are worth between £5000 and £20,000. If eligible, the grant can fund up to 70% of the cost of a project with 30% match funding from the applicant.

**To find out more about the Digital Transformation Flexible Fund go to:**  
[www.dtff.co.uk](http://www.dtff.co.uk)



# PROGRAMME STRUCTURE AND CONTENT



## PROGRAMME FACULTY



### BRENDA CLERKIN

Brenda is a Lecturer of Practice at Queen's Business School. She delivers across a number of programmes within the Clinton Leadership Institute with a focus on digital adoption and transformation, data analytics, and innovation through the use of digital technologies. She also acts as an assessor on the Digital Transformation Flexible Fund evaluation panel.

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.

## 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.

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GROUP



### CONTACT US

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We are sure that the Digital Transformation and Emerging Technologies online course will support your digital transformation goals, helping 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.

Professor Ashish Malik, PhD  
Director of Executive Education



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