Empowering you with the knowledge and skills to succeed as digital leader today

The Digital Leadership Programme aims to increase the number of women in digital leadership positions – and thus serves a fundamental social and economic purpose. Women are historically underrepresented in digital leadership roles. This programme seeks to provide them with the knowledge and skills that they need to succeed as digital leaders today.

Transforming digital learners into digital leaders
With this belief that tomorrow's digital leaders are today's digital learners, the Digital Leadership Programme offers an intensive, invaluable educational experience for women with digital leadership ambitions. Participants will learn all about the latest technologies and their impact on transformation strategies, digital leadership, innovation, new business models and organisational development.

Boost your digital career by becoming a digital technology leader
The Digital Leadership Programme is targeted at talented women who possess several years of management or professional experience in an industry that utilises digital technology.

The programme consists of four modules of three days each, spread across the year, with interim-meetings for project groups.

The themes of the modules are:
1. New technologies, innovation and creative thinking
2. Big data and digital marketing strategy
3. Transformation strategies, business processes and technology
4. Digital transformation and leadership

The modules are all taught by prominent lecturers from renowned universities in the Netherlands.

Programme schedule and costs
On average, participation in the programme takes about two days a month. There will be no lectures during the summer holidays.
Full programme costs are € 8.995,-. which includes study materials and catering but excludes VAT and accommodation expenses.The fifth edition of this programme will start in **April 2019**.

Module 1: New technologies, innovation and creative thinking

Technology today is developing at a rapid rate, and business leaders often find themselves struggling to stay up to date and informed about the latest technological advancements. Lacking the knowledge and understanding of these new technologies, many businesses are unable to utilise these innovations effectively and realise their operational and financial benefits.

In order to be able to use these new technologies to create competitive advantage and business value. Business leaders must make a concerted effort to educate themselves on the latest technological breakthroughs and explore how these technologies can be adopted into their organisations. For many business leaders, this requires a change in mindset as they must cultivate an openness to the possibilities of innovation as well as the ability to drive technological and organisational change.

At the end of this module, you will be ...

- Completely updated and informed about the latest technological trends such as cyber & artificial intelligence (AI), machine learning, blockchain and the internet of things (IoT).

- Trained to identify and prepared to pursue opportunities for innovation in your organisation.

- Able to use numerous instruments to drive innovation in your organisation.

Core lecturers

Jan Veldsink Msc is core teacher at Nyenrode Business University and an expert in cyber & artificial intelligence (AI), robotics and systems thinking.

Professor Dr. Jeff Gaspersz is professor innovation at Nyenrode Business University.

Module 2: Big data and digital marketing strategy

Businesses today are absolutely drowning in data, and the amount of data collected continues to double each year. The question is: what can companies do with all the data they have amassed? To utilise this data to create business value, businesses must have the right people, systems and processes in place.

This influx of big data is a part of the digital revolution, which requires a totally different way of interacting and engaging with customers. In this new business landscape, companies must be able to formulate digital marketing strategies that capitalise on big data, social media, and other digital age trends and technologies. In this module, participants will gain insights into the most recent developments in big data and digital marketing and learn how to put them into practice.

At the end of this module, you will be…

- Able to identify opportunities for your organisation to leverage big data to create business value.

- Capable of developing strategies to utilise product and client data to create value for your customers.

- Equipped with a set of digital marketing instruments that can be used to devise, execute, and measure your organisation's strategic initiatives.

- Updated on the latest trends and techniques related to search engines and social media instruments.

Core lecturers
John Poppelaars is a lecturer at the AOG School of Management and Practice Leader Advanced Analytics at BearingPoint.

Ayman van Bregt is an expert in value creation, digital marketing strategy and social media.

Module 3: Transformation strategies, business processes and technology

The mobile revolution, as well as the emergence of smart sensors and the internet of things (IoT), have had an immense impact on the global business landscape. Companies today face unprecedented competitive challenges, but also have unparalleled opportunities for growth and development.

Innovations in digital technology have given businesses the capability to make better decisions, improve their processes, and develop new business models. To achieve this, however, they must undergo a digital transformation, embracing new technologies and revolutionising their processes and practices.

What are the strategies and capabilities that are needed to drive this digital transformation? How can businesses increase their agility and their ability to succeed in today's complex, challenging and ever-changing business environment?

At the end of this module, you will be...

- Able to analyse and model business processes and new forms of organizing.

- Familiar with the instruments you will need to analyse the demand for IT, such as portfolios and business cases.

- Equipped with the tools required to implement agile processes in your organisation successfully.

Core lecturers
Prof. Dr. Bert Kersten Kersten is a professor in business processes and ICT at Nyenrode Business University

Prof. Dr. Ir. Rini van Solingen is a professor at the University of Delft and an expert in implementing Agile transformations.

Module 4: Digital transformation and leadership

Today's complex and dynamic business world requires companies to change their leadership and management paradigms. Previously, leaders operated in a hierarchical and formalized structure, but now they operate in flat, fluid and interconnected environment. How does an organisation adapt to these changes? Digital transformation necessitates a high degree of change management as well as new strategies, skills, and behaviors. To achieve success in the digital age, companies need to revisit and rethink the concept of leadership, revolutionise the way they operate and interact, and look to cultivate a new generation of leaders for the future.

At the end of this module, you will be...

- Able to determine which new skills are required from a digital leader and which strategies they should employ to engage their management and employees.

- Capable of understanding the strategic and ethical choices that are demanded of leaders in today's digital world.

- Equipped with strategies that can be used by digital leaders to overcome unconscious bias in their organisations and bring out the best in their people.

Core lecturer
Dr. Jeroen van der Velden is an associate professor of strategy and the director of the Strategy Centre at Nyenrode Business University.

Kay Formanek is a guest lecturer at INSEAD and an expert in digital leadership, diversity and performance.