becoming more digital

EXECUTIVE SHORT CERTIFICATE • PSL UNIVERSITY

GRASP 7 KEY LEVERS OF DIGITAL TRANSFORMATION

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GRASP **7 KEY LEVERS** OF DIGITAL TRANSFORMATION

PSL UNIVERSITY "BECOMING MORE DIGITAL" EXECUTIVE SHORT CERTIFICATE*
100% distance learning • 20 hours

For the past 10 years or more, executives have been expected to **drive digital transformation** without any training in this massive shift.

Covering technologies, practices, business models, product management, culture, data strategy and ecosystems, Becoming More Digital is a unique course that gives **a 360° view** of digital transformation **for every evolving profession and business**. It is the starting point of an **operating process**, setting out the seven levers that let managers start, drive and boost transformation projects.

For anyone seeking fuller understanding of organizations' digital transformation, the course features **an analysis and action template.** It enables managers to ask **the right questions** in order to draw up a roadmap identifying the issues and impacts on their business. The course will save them valuable time by **building on ten years' lessons and experience in transformation.**

More advanced professionals will gain the big picture of transformation, enabling them to **leverage their expertise and validate their knowledge**, while enhancing their ability to **challenge internal and external digital experts**.

This short, high-quality and action-focused course is produced on a fully remote basis by Netexplo and facilitated by Nicolas Petit, a leading specialist in digital transformation, in collaboration with research lecturers from PSL University (Mines Paris-PSL and Dauphine-PSL). This course is delivered in English or French.

Nicolas Petit

Chairman & Founder of Native and supervisor of the Digital Native Executive Certificate at Mines Paris - PSL.

"Executives are on the front line of their organizations' digital transformation with no real preparation and little idea of the questions that can ensure success."

*Certificate « Transformation numérique » PSL University

WHO IS THIS CERTIFICATE FOR?

- **Executives** who want to speed up their digital transformation through a practical, operational analysis matrix.
- **Managers** who need a 360° view of digital transformation to run their projects more effectively.
- **Human Resources** professionals seeking to develop their digital transformation skills.

There are no prerequisites for the course.

WHAT ARE THE LEARNING GOALS?

The course enables participants to:

- Learn how to **build a digital strategy** that is suited to their organization by analysing its maturity.
- **Grasp the key success factors** for digital transformation (technologies, data, product management, culture).
- Anticipate **changes in their business model** resulting from digital tech (e.g. platform, freemium, as a service).
- Understand the most popular **digital technologies and methods** and know when and how to use them effectively.
- Grasp the key **change management** stages to play an active part in transformation, anticipate organizational risk areas and maximize the chances of lasting success.

Following the program, participants will:

- Have a **structured, comprehensive and practical matrix** for leading their organization, project or product's digital transformation (technology, data, business model, culture).
- Be able to **identify the digital issues** that are specific to their organization and draw up a clear, concrete and shareable digital roadmap.
- Be better equipped to **implement** digital transformation projects in their business / industry / organization and roll them out successfully by anticipating change management issues.
- Know how to evolve digital **corporate culture** by adopting a common language and identifying relevant cultural practices for the enterprise.

CONTRIBUTORS

Educational engineering is headed by Nicolas Petit, chairman & founder of Native and supervisor of the Digital Native Executive Certificate at Mines Paris-PSL. Nicolas has more than 15 years' international executive experience in the digital industry and in digital enterprise transformation (formerly VP, Microsoft Corporation, and COO, Microsoft France).

He is supported by eminent research lecturers from Mines Paris-PSL and Dauphine-PSL.

The course also includes first-hand accounts from industry and service executives who have successfully completed digital transformation projects.

ARRANGEMENTS

Number of participants: unlimited

Price: contact us for an estimate.

>gpernoud@netexplo.org - +33 (0)6 1037 2766

Individuals with disabilities who wish to take part in a training course should contact:

>fsegalen@netexplo.org - +33 (0)6 9921 6878

TRAINING PROGRAM

TAUGHT BY PSL UNIVERSITY RESEARCH LECTURERS
Training duration: 20 hours

This distance learning program draws on Digital Native, a successful in-class course held at Mines Paris-PSL since 2019. Training is at a varied pace, with video lectures, podcasts, online resources, experience sharing with managers in a range of industries and live dialog (virtual classes) with research lecturers from PSL (Mines Paris-PSL and Dauphine-PSL), a co-development workshop and online tests and self-assessments.

Participants who attend enough sessions and score high enough on tests will receive a PSL Executive Short Certificate.

Self-learning activity
Virtual class supported activity

SEQUENCE 1	1 H

PRESENTATION OF THE PROGRAM
by Cédric Denis-Rémis, Mines Paris-PSL & Nicolas Petit

- Training arrangements
- Purpose of course
- Presentation of program
- Self-assessment

SEQUENCE 2	45MN

WHY AND HOW TO DRIVE A DIGITAL TRANSFORMATION?
by Nicolas Petit

- Decode the digital transformation
- How to build a digital roadmap

SEQUENCE 3	1 H 15

LEVER 1 WHICH TECHNOLOGIE?
By Cédric Denis-Rémis Mines Paris-PSL Jamal Atif, Dauphine-PSL & Nicolas Petit

- Cloud computing (IaaS, PaaS, SaaS)
- Introduction to AI & Machine Learning
- How to navigate an overcrowded technological sphere: Hype Cycle, Magic Quadrant
- Business feedback

SEQUENCE 4	1 H + 1 H ASSESSMENT

LEVER 2 WHICH NEW USAGES?
by Marcus Goddard & Nicolas Petit

- What 10 years of digital have changed in our lives
- Decoding users' expectations in a digital by design universe
- Business feedback
- Assessment 1

SEQUENCE 5	1 H 15

LEVER 3 WHICH BUSINESS MODELS?
by Nicolas Petit

- Introduction to the Business Model Canvas
- Specificities and issues in digital business models: platform ; as-a-service (subscription and pay-per-use); freemium
- Business feedback

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SEQUENCE 6   1 H

LEVER 4 WHAT DATA STRATEGY?
by Akin Kazakci, Mines Paris-PSL, Marcus Goddard & Nicolas Petit

- Identifying corporate legacy data
- Beyond the clichés: why data isn't the new oil
- How to extract value from data : Managing a data project
- Business feedback

SEQUENCE 7   1 H

VIRTUAL CLASS
Q&A with Nicolas Petit

SEQUENCE 8   1 H 15

LEVER 5 WHAT PRODUCT MANAGEMENT?
by Caroline Jobin, Mines Paris-PSL, Pierre Laniray, Dauphine-PSL, Olivier Milcent, Welcome to the Jungle & Nicolas Petit

- Introduction to product management? Design, build, run
- Design Thinking: benefits and limits
- Build : benefits and limits of agile methods
- Run : What is Growth Hacking?
- Business feedback

SEQUENCE 9   1 H + 1 H ASSESSMENT

LEVER 6 WHAT ECOSYSTEMS?
by Cédric Denis-Rémis, Mines Paris-PSL & Nicolas Petit

- What is an ecosystem?
- People: partnerships, organization, engagement mechanisms
- Processes: community, communication, partner programs
- Tools: API, certification, marketing and sales support
- Business feedback
- Assessment 2

SEQUENCE 10   1 H

LEVER 7 WHAT CORPORATE CULTURE?
by Cédric Dalmasso, Mines Paris-PSL & Alexandre Tissot

- New organization and management practices
- Impact of digital transformation on organizational change
- The new way of management
- Business feedback

SEQUENCE 11   4 H

VIRTUAL CLASS: CO-DEVELOPMENT WORKSHOP
Facilitated by PSL lecturers

SEQUENCE 12   1 H 30

REVISION

SEQUENCE 13   2 H

FINAL ASSESSMENT

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WHO ARE WE?

Located in the heart of Paris, PSL (Paris Sciences & Lettres) combines excellence and diversity to inspire dialog among and between all areas of knowledge, innovation, and creativity in the Arts, Engineering, Sciences, Humanities and Social Science.

PSL is selective and committed to equal opportunity. the University chooses students globally for their talents to offer them research-based education and guarantees a low student to teacher ratio as well as a rich campus life and exciting career paths.

With 2,900 researchers, 17,000 students, 140 labs and 10 or so incubators, fablabs and coworking spaces, PSL is a university of manageable size. It is a top 50 world university in the Shanghai (ARWU), THE (Times Higher Education), CWUR and QS (Quacquarelli Symonds) rankings.

The scope of Université PSL includes eleven schools: Collège de France, Conservatoire National Supérieur d'Art Dramatique - PSL, Dauphine-PSL, École nationale des chartes - PSL, École nationale supérieure de Chimie de Paris - PSL, Mines Paris - PSL, École normale supérieure - PSL, École Pratique des Hautes Études - PSL, ESPCI Paris - PSL, Institut Curie, Observatoire de Paris - PSL.

PSL is supported by three research organizations: CNRS, Inria and Inserm.

A subsidiary of Groupe Les Echos-Le Parisien, Netexplo supports its clients in their digital transformation through its Observatory and Training activities. Its global Observatory of digital practices and innovations provides valuable, original insight into coming transformation trends. Netexplo's partnerships with outstanding schools and universities enable it to deliver unique training programs in terms of format, quality and relevance.

Native is a digital consultancy. Drawing on unique operating and academic expertise and the ability to speak the same language as senior managers, Native enables its customers, whether startup founders or executives, to decode digital technologies, challenge their practices and drive people-focused transformation.

CONTRIBUTORS

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Doctoral student in management science, Mines Paris-PSL, CIFRE design student, Les Sismo

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Vice-President Intelligence, Netexplo Observatory

Mathilde Hervieu

Content & Research Project Manager, Netexplo Observatory

Olivier Milcent

Chief Marketing Officer, Welcome to the Jungle

Alexandre Tissot

Coach, consultant and educator

And first-hand accounts from managers at Accor, AXA, BNP Paribas Cardif, Bouygues, Daher, Dassault Systèmes, Fleurs d'Ici, Louis Vuitton, Michelin, Saint-Gobain, Safran Landing Systems, Welcome to the Jungle

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UPDATED
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