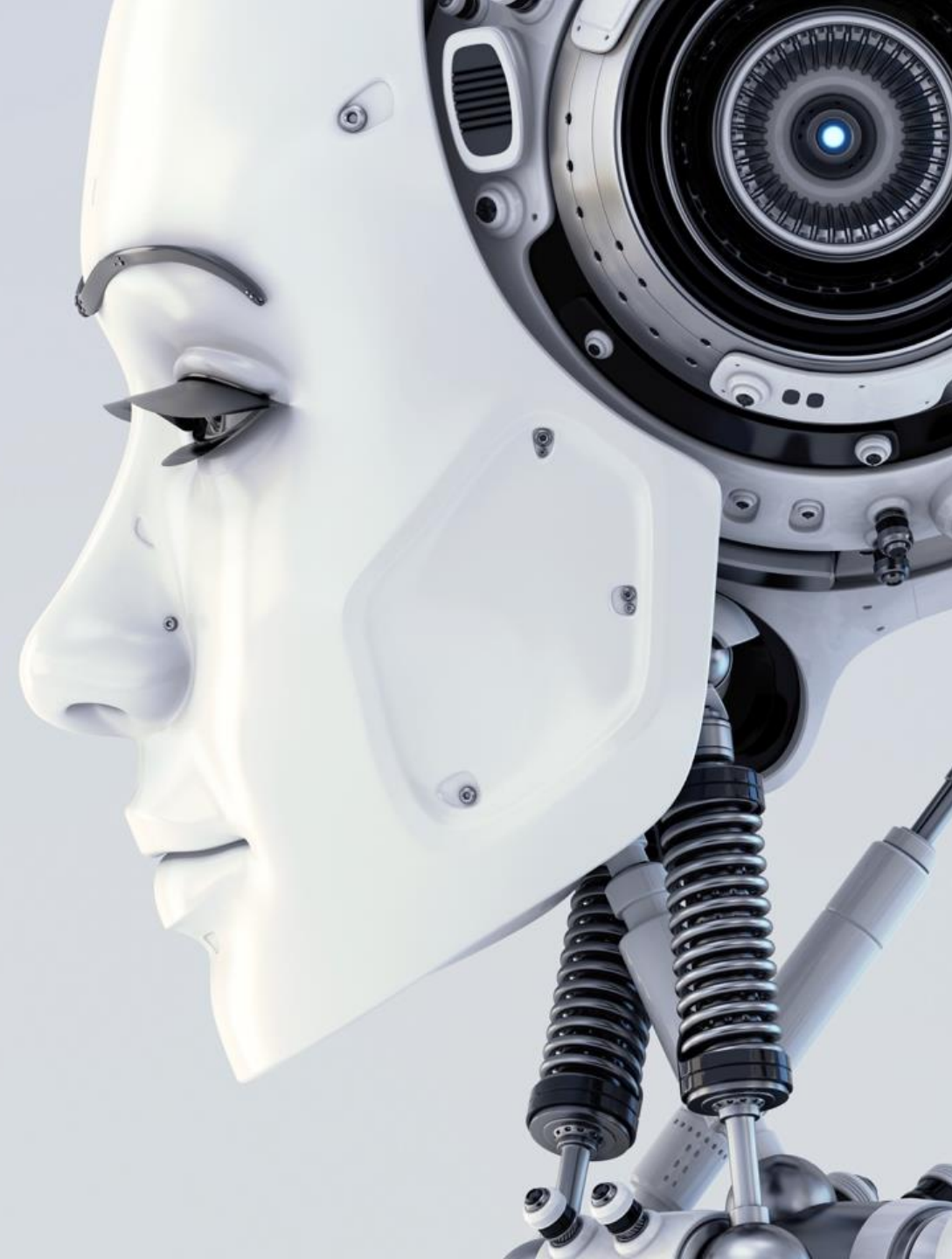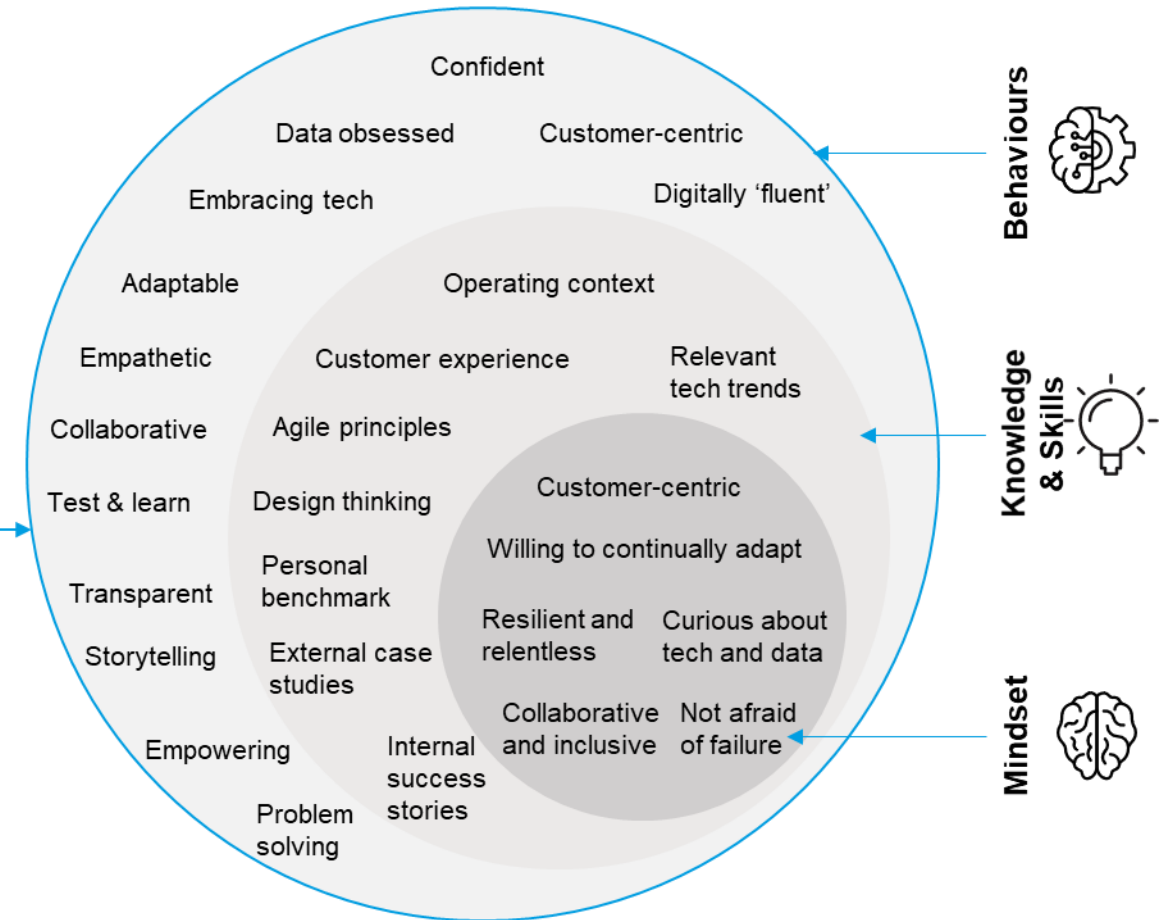# Digital Leadership Development

AVADO

ENABLING **YOUR DIGITAL TRANSFORMATION**

AVADO Digital Transformation Framework

Today's business drivers are not too different to before	Customer Value & Experience	Business Value & Performance	Workforce Wellbeing
'Digital' has become a vital enabler (opportunity & threat)	Technology	Data	
Building capability organisation-wide is crucial to maximise the digital opportunity	New Skills & Knowledge	New Ways of Working ('be agile')	Shift in Mindset & Behaviours
Underpinning this is a drive to change organisational priorities and culture	Defined Context & Vision	Clear Catalyst for Change	**Galvanised Leadership Teams**

AVADO Digital Leadership Framework

Behaviours
Knowledge & Skills
Mindset

Confident
Data obsessed
Customer-centric
Embracing tech
Digitally 'fluent'
Adaptable
Operating context
Empathetic
Customer experience
Relevant tech trends
Collaborative
Agile principles
Test & learn
Design thinking
Customer-centric
Willing to continually adapt
Transparent
Personal benchmark
Resilient and relentless
Curious about tech and data
Storytelling
External case studies
Collaborative and inclusive
Not afraid of failure
Empowering
Internal success stories
Problem solving

DIGITAL LEADERSHIP BOOTCAMP PURPOSE

Learner Outcomes

- To transform the digital capability of senior teams overnight with a 2-day intensive Bootcamp led by experienced practitioners

- To leave inspired and energised with a fresh perspective on what digital leadership means for today's businesses

- To address digital challenges and creates a mindset shift at the top of the organisation to encourage an agile and digitally savvy workforce

Who is it for?

- Senior Leadership Teams across all functions

As a result of the Digital Bootcamp, leaders are better equipped to:

- Personally role-model the mindset and behaviors needed for a customer-centric, agile organisation
- Take steps to influence the working culture and practices
- Confidently engage their teams around the context and imperative for operating differently due to the evolving technology and consumer landscape

"Terrific dive into digital, loaded with practical examples within a very coherent overall framework. Totally relevant 2 days: my blindness is curing and I have and will continue to receive the right medicine to improve my sight. Nothing is impossible: Digital transformation @ xxxx!"

"Very inspiring - more about the mindset than digital expressions. Extremely valuable to reflect on your own way of working."
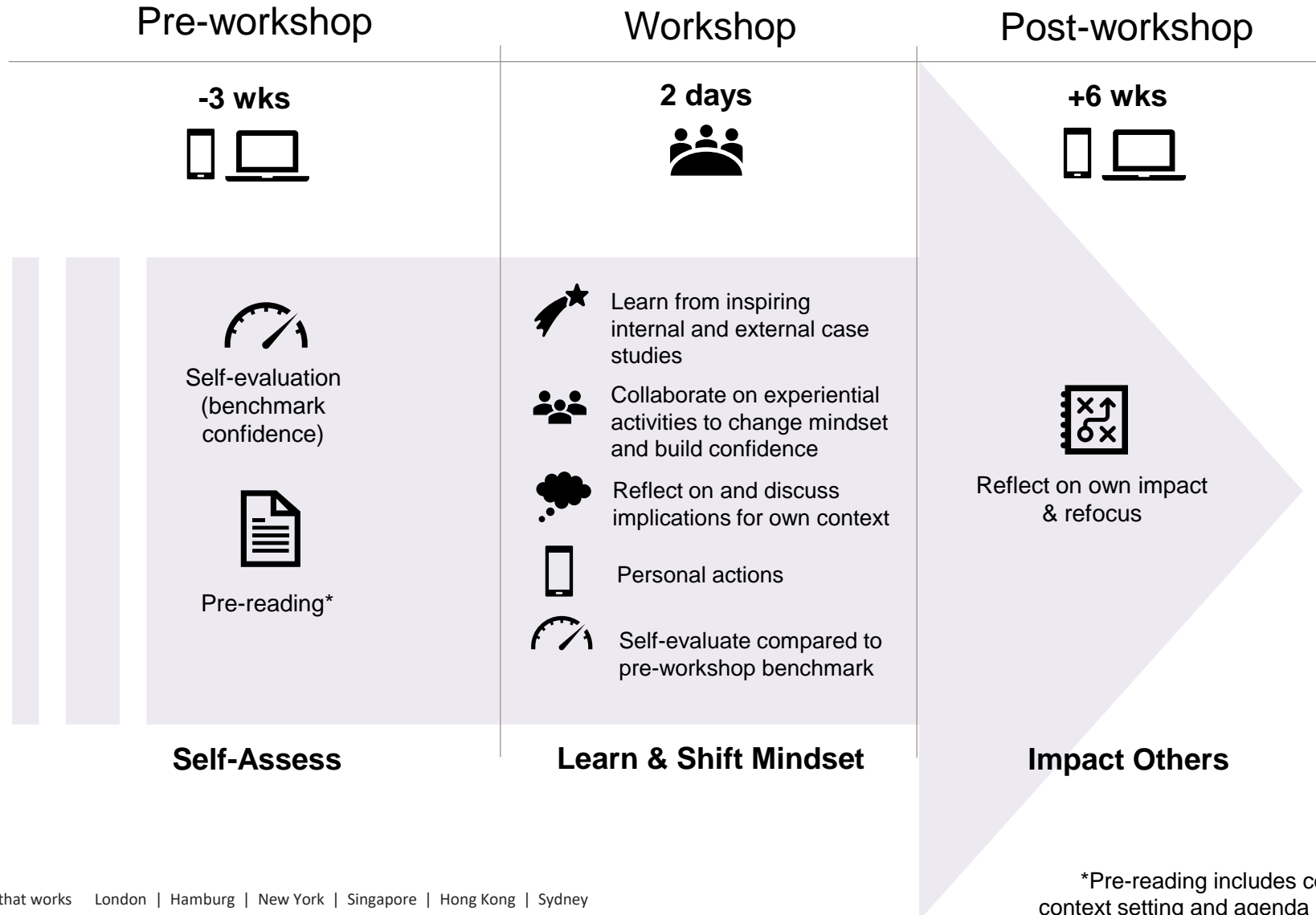
"One of the best training / workshops I ever attended. Truly inspiring, eye-opening & insightful."
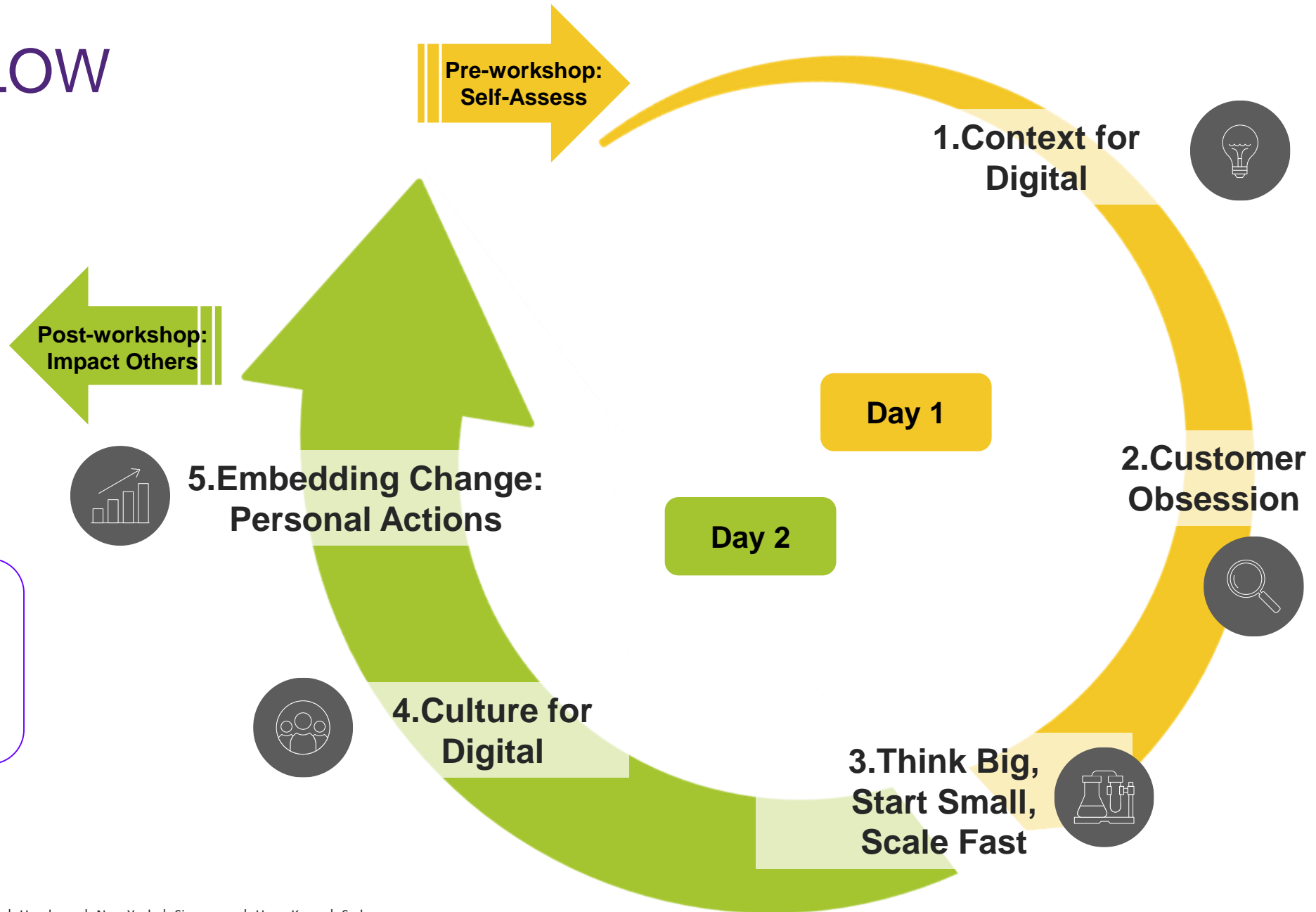
LEARNER JOURNEY

Pre-workshop	Workshop	Post-workshop
-3 wks	**2 days**	**+6 wks**

Self-evaluation
(benchmark
confidence)

Pre-reading*

Learn from inspiring
internal and external case
studies

Collaborate on experiential
activities to change mindset
and build confidence

Reflect on and discuss
implications for own context

Personal actions

Self-evaluate compared to
pre-workshop benchmark

Reflect on own impact
& refocus

Self-Assess   **Learn & Shift Mindset**   **Impact Others**

AVADO

Learning that works   London | Hamburg | New York | Singapore | Hong Kong | Sydney

*Pre-reading includes company-specific
context setting and agenda including setting
expectations for entire learner journey

AGENDA FLOW

Pre-workshop:
Self-Assess

1.Context for
Digital

Post-workshop:
Impact Others

Day 1

5.Embedding Change:
Personal Actions

2.Customer
Obsession

Day 2

4.Culture for
Digital

3.Think Big,
Start Small,
Scale Fast

"Eye opening and entertaining.
Fun tangible exercises which
leave memories related towards
thinking big, starting small and
learning fast.
Great group dynamics"

AVADO

Learning that works   London | Hamburg | New York | Singapore | Hong Kong | Sydney

WORKING WITH VODAFONE

vodafone

Shifting Mindsets

From:

Internal best-practice focus

Pace-setting & directive

Judgement-driven decision making

Incremental planning

Functional excellence

To:

External radar

Empower, coach and hold to account

Data-driven decision making

Be bold, start small and scale/fail fast

Customer excellence

What They Say About Us

Delivery of **45** sessions across **14** global locations to approx. **900** leaders

8.77
Average Bootcamp Rating

9.15
Average Trainer Rating

70
Average NPS

The Results
On average, delegates were:

26.6% more confident in explaining the impact of digital in the telco sector.

26.9% more confident in understanding their customers behaviours and expectations in the digital age.

25.1% more comfortable in exploring the test, learn and iterate method with their teams.

EXPERT PROFILES

Here is a selection of our expert speakers:

Neil Perkin

Neil is a keynote speaker on organisational agility, collaboration, digital transformation and digital leadership. His background includes helping businesses to innovate, overcome challenges and culture barriers. Neil was named by the British Interactive Media Association as one of the most influential people in the UK digital industry.

Nick Villani

An expert in customer-centricity, Nicholas has a wealth of experience in digital consulting and training across a range of brands that extend from start-ups to established multinationals. Nicholas is fascinated with the emergence of disruptive digital technologies and their impact on businesses. This led him to work with Google to develop the award winning Squared Online programme.

Raymond de Villiers

Ray specialises in understanding the new world of work. He's been in leadership and management positions in a number of entrepreneurial and corporate organisations locally and internationally. His areas of expertise include generational dynamics, gamification, leadership in this changing world, and being able to translate these diverse drivers of change into strategies and tactical activities.

Louise Au

Louise is founder and MD of Mercury Digital Marketing Communications - a consultancy that specialises in strategic planning for brands such as Harbour City HK, Hang Seng Bank, ANTEPRIMA, and GATSBY. Aside from digital planning and consultancy, Louise also delivers training on digital marketing planning to corporations including Baidu and Avery Dennison. She is an affiliate trainer with ClickZ Academy and Econsultancy, and is a frequent speaker at industry events.