

# A disruptive view on



## Digital Transformation

18<sup>th</sup> June 2021

FREE TASTER SESSION  
FOR HR & TRAINING PROFESSIONALS

### INTRODUCTION

Through the arrival of the fourth industrial revolution and the impact of the coronavirus pandemic, digital transformation has become a strategic priority for organizations of all shapes and sizes. But what exactly is digital transformation? What does it mean for enterprise management and how to develop competence for competing successfully in the digital age?\*

#### During this 2 hrs. session, we will share:

- What digital transformation is, and *isn't*
- The different pathways to digital transformation
- How the innovator's dilemma poses challenges for business leaders
- How to align the organization to an end-to-end digital transformation strategy
- An approach to people driven (digital) change
- Q&A

Come **join us** and learn how to kick start (or accelerate) your digital transformation journey.



**Date:** 18<sup>th</sup> June 2021 (Friday)

**Time:** 14:00 –16:00

**Speakers:** Stephane Reinink

**Language:** Chinese

**Admission:** FREE for HR, L&D,  
Talent Development  
professionals

**Venue:** Online, ZOOM



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## Module #1- Definition: Digital Transformation

- **Objective:** There is a famous quote which says that *“digital transformation is like teenage sex; everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it.”* This first module seeks to clear the ambiguity by explaining digital transformation in plain business language, *and* by exploring the common mistakes that businesses make when planning for digital transformation.
- **Topics/ Activity:**
  - Digital transformation: Optimization & Disruption.
  - 6 common misunderstandings about digital transformation.
  - The BUG (Big-UrGent problem).

## Module #2- Digital transformation challenges & success factors

- **Objective:** As reported by a large international consulting agency, 78% of digital transformation initiatives fail to achieve their original objectives - and the underlying reasons are not related to technology! In this module, we will look at some notorious ‘victims’ of the digital age to get a better understanding of the challenging decisions business leaders face. Then, again using illustrative case examples, the focus moves onto how to get it right.
- **Topics/ Activity:**
  - The Innovator’s Dilemma (C. Christensen).
  - Customer focus: Strategic vision & goals.
  - Organizational change management.

## Module #3- People driven change: Competences for the digital age

- **Objective:** With digital technology not only being applied to satisfy human needs, but also to changing the nature of human work, there can be no doubt that such transformation needs to be driven by competent, human professionals. So, which skills are needed to thrive in the digital age, and how to nurture those within your organization?
- **Topics/ Activity:**
  - Nurturing talent who can make technology useful.
  - Balancing technical, behavioral and commercial skills.
  - Developing a competence framework for the digital age.

## Module #4- Digital Transformation Roadmap

- **Objective:** Connecting the dots, we will conclude with a model and high-level roadmap for digital transformation, introducing a concept called the “management mesh” and highlighting its significance through a case example.
- **Topics/ Activity:**
  - VeriSM model.
  - Management Mesh.

# TRAINER PROFILE

## Stephane R.



**Nationality:** The Netherlands

**Languages:** English, Mandarin, Dutch

Stephane is a fluent Mandarin speaker in China since 2004, who's held senior management positions at Fortune 500 retailer Tesco and global fast fashion chain C&A. Experience includes operational leadership for 40+ stores across 8 provinces, as well as leading high impact transformation projects.

Previously General Manager, China for iP2ENTERTAINMENT, he built the operating model for National Geographic Ultimate Explorer™ family entertainment centers, leading pre-opening training and set-up. He still acts as senior consultant & trainer to investors, license holders and brand owner, covering projects in China and the Middle East.

### **Digital Transformation:**

Apart from strategic & operational project assignments, he frequently delivers training and workshops on Digital Transformation, Business Agility and Change Management.

As his professional background suggests, Stephane approaches digital transformation not as a technical process. Rather, it concerns an end-to-end business transformation where application of digital technology serves a strategic purpose, delivering real customer and/or business value. This means emphasis on people driven change.

He is an accredited trainer of the “VeriSM™” digital transformation framework, as well as for the (digital transformation) simulation game “Marslander”, and the “Agile Business Professional” course. His clients cover a wide spectrum, from multinationals to domestic companies, from automotive industry to retail, pharma, information technology & services, etc.

Stephane is a regular public speaker on digital transformation and has delivered guest lectures on the topic at both East China Normal University (MBA) and Shanghai Jiao Tong University (EBA). He has created an online digital transformation course for the online learning platform Quantum University (量子大学) and is a volunteer for & member of the global Business Agility Institute.

### **Some of Stephane's training areas:**

- Digital Transformation
- Change Management
- Agile Management
- Presentation Skills Training



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