DRIVING DIGITAL STRATEGIES

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Program Objectives
Is your digital strategy keeping pace with the rapid changes in technology, consumer behavior, and the competitive landscape? This program provides a comprehensive framework for building new platforms, managing ecosystems, and successfully engaging customers using digital, social, and mobile marketing. You’ll discover how to lead a digital transformation that sparks innovation and sustains success.

Curriculum
Featuring global case studies on digital and legacy companies such as Amazon, Flipkart, the New York Times, and Comcast, this program is structured around four key components—reimagining your business, reevaluating your value chain, reconnecting with your customers, and rebuilding your organization for the future. By attending, you will strengthen your ability to:

• Navigate a new landscape where industry boundaries are blurring and competition is being redefined
• Identify business scope, manage ecosystems, and leverage open innovation
• Explore the impact of 3D printing and digital manufacturing on your operations
• Manage channel conflict, and design omnichannel strategies
• Drive a digital strategy that retains consumers through digital, social, and mobile marketing
• Choose an organizational structure that spurs innovation and entrepreneurship
• Lead and manage a digital transformation that ensures ongoing success

Participant Mix
This program is designed for senior executives who have a strategic role in shaping overall corporate strategy and driving digital strategy. Because of the collaborative nature of this program, individuals and teams are encouraged to apply.

Anticipated Faculty
Sunil Gupta and Felix Oberholzer-Gee (faculty cochairs)
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WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions
Application Process – Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly, and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements – Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

Program Fee – The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
For more information, please contact our Client Services team at:
Executive Education Programs
Harvard Business School
Soldiers Field
Boston, Massachusetts 02163-9986 U.S.

Email: executive_education@hbs.edu
Telephone: 1-800-427-5577
(outside the U.S., +1-617-495-6555)
Fax: +1-617-495-6999

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