Digital technologies are redefining the ways consumers engage and companies compete. Explore the latest technologies and how you can reinvent your business model, reassess your value chain, reconnect with customers, and rebuild your organization for the future.

This program will help you:

- Make digital transformation a key part of your organization’s strategy
- Create and manage the capabilities that drive digital success
- Choose an organizational structure that spurs innovation and entrepreneurship
- Evolve a more flexible organization that aligns with strategic goals
- Build platforms and manage ecosystems that attract and retain customers
- Understand the impact of various technologies, such as 3D printing and digital manufacturing, on your operations
- Manage channel conflict
- Expand your personal and professional network

WHAT YOU WILL LEARN

Through faculty presentations, case studies, small group projects, and dynamic discussions, you will gain a firm foundation for leading organizational change and harnessing the opportunities unleashed by digital transformation. Topics include:

- Identifying business scope
- Exploring new business models
- Taking advantage of crowdsourcing and open innovation
- Digitizing operations
- Designing omnichannel strategies
- Understanding changing consumer behavior and media habits
- Creating digital, social, and mobile marketing strategies that engage customers
- Acquiring, retaining, and managing customers
- Establishing the right organizational structure and incentive systems
- Building a learning organization that continues to improve its capabilities
- Leading and managing the digital transformation process

WHO SHOULD ATTEND

Senior executives who are responsible for shaping overall corporate strategy, as well as vice presidents, directors, and senior managers responsible for formulating and driving digital strategy.
LIVING. LEARNING. THE HBS EXPERIENCE.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, HBS Executive Education has been that catalyst. Here, you’re fully immersed in a transformational living-learning experience, networking with executives from around the world, and engaging in programs led by experienced HBS faculty. It’s a holistic experience that will enrich your career—and your life.

Value—Many of our alumni and participants call HBS Executive Education a “life-changing experience.” That’s because in addition to building your expertise, you’ll examine where you’ve been—and where you want to take your career and your organization.

Learning experience—From case study discussions and small-group projects to simulations and dynamic lectures, you’ll have ample opportunities to deepen your knowledge, broaden your skill set, and collaborate with your peers.

Living on campus—During lively discussions with your living group, lunchtime conversations at the Chao Center, and evening excursions to Harvard Square, you’ll make new connections and form lasting relationships with your colleagues.

ADMISSIONS

We admit candidates to specific sessions on a rolling, space-available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

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Telephone: 1.800.427.5577
(outside the U.S., call +1.617.495.6555)
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<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
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<tr>
<td>6:30–8:45 AM</td>
<td>Breakfast and Discussion Groups</td>
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<tr>
<td>9:00–10:15 AM</td>
<td>Redefining Value Proposition</td>
<td>Data Science, Innovation, and Mass Personalization</td>
<td>Omniclass Model, Digital Marketing, and E-commerce</td>
<td>Social Strategy</td>
<td>Integrating Digital and Social Media to Engage Customers</td>
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<td>8:00 AM–3:30 PM</td>
<td>Check-In and Registration</td>
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<td>10:15–10:45 AM</td>
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<tr>
<td>10:45 AM–12:00 PM</td>
<td>Evaluating Digital Business Models and Sustaining Competitive Advantage</td>
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<td>12:00–1:00 PM</td>
<td>Lunch</td>
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<td>1:00–2:00 PM</td>
<td>Discussion Groups</td>
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<td>2:15–3:30 PM</td>
<td>Transitioning into the Digital Era and Building a Marketplace Model</td>
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<td>3:30–4:00 PM</td>
<td>Break</td>
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<td>4:00–5:15 PM</td>
<td>Surviving the Digital Era</td>
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<td>4:00–4:30 PM</td>
<td>Program Overview</td>
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<td>4:30–5:45 PM</td>
<td>Competition Among Digital Rivals</td>
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<td>5:15–6:00 PM</td>
<td>Reflections</td>
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<td>6:00–8:00 PM</td>
<td>Opening Reception and Dinner</td>
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<td>6:30–8:00 PM</td>
<td>Dinner</td>
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YOUR LEARNING ENVIRONMENT

COLLABORATIVE LIVING GROUPS

At HBS, you will be placed with a carefully selected living group of peers whose members span industries, countries, and functions. This diversity of perspectives enriches your learning experience and expands your global network.

PREMIUM ACCOMMODATIONS AND AMENITIES

Modern, well-appointed living arrangements feature private bedrooms and bathrooms, spacious common areas, state-of-the-art technology, dining facilities, and a range of hotel-style amenities including housekeeping and dry cleaning.

PRIVATE FITNESS AND WELLNESS OFFERINGS

State-of-the-art fitness center features extensive fitness equipment; a walking/jogging track; basketball/racquetball/squash/tennis courts; swimming pool; locker rooms with whirlpool/steam/sauna; fitness classes; personal trainers; nutritionists and more.

HISTORIC AND CULTURAL HUB

HBS is located in the historic Boston-Cambridge area. Harvard Square is within walking distance, and you'll find a rich array of arts, music, sports, dining, shopping, and other recreational activities easily accessible from campus.

FOR MORE INFORMATION, please contact a Program Advisor at: executive_education@hbs.edu | 1-800-427-5577