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CERTIFIED DIGITAL BUSINESS LEADER

Duration	:	7 days 6 nights
Venue Location	:	UBIS (<i>University of Business and International Studies</i>) Geneva, Switzerland
Fees includes	:	5 days of Training Sessions, Corporate Visits & Meetings, Social Events Coffee Breaks & Business Lunch during Training Accommodation Certificates

Program Aim :

Creating Value through Technology – Digital Leadership & Innovation

LEARNING OUTCOME:

- **Summarise** the importance of **Aligning Business & IT Strategies**, how this can be applied within the workplace and the constraints and challenges of using IT
- Explain how digital technologies such as: **Mobile Apps, Internet Of Things, Cloud Computing** and **Data Analytics** can be applied to **enhance** the **Management & Strategy** of a business
- **Identify** the ways in which **new technologies** can help a business **increase sales** and **return on investment**
- **Benchmark** your organisation against others within the industry and **Identify** the key features which enable superior than industry-average performance
- Utilising the diagnostic tools and templates contained in the '*Digital Business Transformation Toolkit*'.
- Establish personal brand as a **Future Digital Leader**.

