

Professional Development Program "Innovation & Digital Leadership"



Leadership in the Digital Age – Innovation & Digital Leadership

Our entire society as well as the economy are facing new, major challenges due to digitalization. Business models are under pressure to change, work is transforming, and processes are becoming virtual and faster.

Master the Change – Become an "Inspiring Leader"!

In order to qualify people to meet challenges of working in the digital world, the OHM Professional School has developed "Innovation & Digital Leadership" a new training program for professionals. Under the motto **Inspiring Leaders**, the OHM Professional School accompanies project managers and staff as well as experts and executives on their path to successfully implementing digital transformation in their businesses.

Our **professional development program "Innovation & Digital Leadership"** conveys competencies, methods, and tools for the successful organization of the digital transformation. Our portfolio currently includes the following seminars:

1. Digital Leadership Bootcamp – Introduction to Modern Management Methods & Concepts

The seminar teaches you what really matters for leadership and management in the digital transformation. You will be brought up to date with the latest technical standards and learn the tools, methods, and concepts of "Digital Leadership" that are necessary to establish a successful and innovative management & corporate culture.

2. Designing Digital Organizations – Culture, People, Processes

In this seminar you will learn how to successfully prepare your business to answer the challenges of the digital transformation. To this end, all the relevant dimensions of an organization are considered (e.g. processes, people, and systems). With the help of the ideas, methods, and case studies in the seminar, you will learn to develop and implement specific measures for your own company.

3. Digital Business Modelling – Understanding and Developing Digital Business Models

Get to know, understand, and use the successful digital business models of companies like Apple, Amazon, Google, and Facebook. The concepts and methods you will use in this seminar enable you to assess your own business model as well as to realign it with the digital age.

4. Agile Leadership and Coaching – Success Formula for Modern Management

In this seminar you learn and experience the values and principles of agile leadership, and how an "agile mindset" can help you to flexibly and dynamically manage change in your company. You work with methods and instruments of agile leadership and experience how you can use these purposefully for successful and modern leadership of employees and teams.

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5. Virtual Leadership – Leading Networked Employees and Teams to Optimal Performance

In the framework of this seminar we make you familiar with the most important models, theories, and success factors of virtual cooperation and guidance over distance. On the basis of the acquired knowledge, you will be able to anticipate the challenges of virtual teams and design measures to lead remote employees and teams to provide top performance across different locations.

6. Professional Intuition – Effective Leadership and Decision-making in the VUCA World

This seminar familiarizes you with the theoretical basics of intuitive decisions and shows you when and why it makes sense in a complex and dynamic world to listen to your own intuition and to consciously use it to inform decision-making. Using hands-on exercises you will learn how you can professionally and effectively use your own intuition in future decision-making processes.

7. Design Thinking – Human-centered Innovation

In this interactive seminar you will learn how to find and transform customer needs, which are not yet served by the market. When developing new ideas and products, not only the technical feasibility and economic viability are accounted for but also the people and their respective needs.

8. Using Data Science to Successfully Lead in the Digital World

In this seminar you will learn how to successfully use "Big Data" in your company. You will be provided an overview of selected methods of data mining and practice analyzing large amounts of data using those methods. In the process, you will carry out tool-supported analyses. The practical application of the methods allows you to generate valuable information from existing data and to develop initiatives to support business decisions in your own company.

9. Innovation Marketing – The Agile and Digital Way to New Customers

In this seminar you are given a comprehensive overview of current marketing approaches in agile and digital environments. You learn how to create an efficient and customer-oriented marketing program for innovative products and services in your organization with the help of tried and tested methods. You will use concepts such as the customer journey, content marketing, and lead management.

The seminars at a glance:

Duration: two days (Friday + Saturday)

Time: 9:00 am – 5:00 pm

No. of participants: 15

Target group: Specialists and executives

Investment: 999.00 € VAT-free

Contact:

Jens Möller – Program Manager

Our TIP: In-house seminars – Your tailored professional development!

Almost all the provided seminars of the professional development program "Innovation & Digital Leadership" are also available as in-house seminars – individually tailored to your specific needs. Please feel free to contact us!