



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING



Embiggen
CONSULTING

Digital Transformation Fellows Executive Program

**Accelerating Leadership in Digital Transformation
and Innovation to Build Asia's New Digital Economy**

Program starts

February 16, 2021

OVERVIEW

THE WORLD IS CHANGING

The effect of the digital economy in everyone's lives is immense and it is no exception that Asia will be leading the way forward in this radical shift of technology that will disrupt existing business models, but will usher new unimaginable opportunities for those who can uncover these.

THE CALL TO ADAPT

A new breed of leaders is needed to navigate their teams and their organization towards this digital shift. In partnership with Embiggen Consulting, a pioneering international Innovation & Strategy Consulting firm, the Digital Transformation Fellows (DTF) program is a unique hyper accelerated cohort-based program that selects the most promising digital leaders that will help build Asia's new digital economy and takes them into a 15-week journey of personal and professional transformation.

OUR SOLUTION

The program is designed to inspire and challenge the participant's strategic foresight, ability to leverage new technologies, understand the implications of the changing landscape and build the leadership capabilities to cope with rapid shifts. This also happens while learning from a curated community of digital leaders. This program is the flagship foundational non-degree digital transformation program of the Asian Institute of Management and is the prerequisite to other programs that lead towards the post-graduate diploma for Digital transformation.

OUR OBJECTIVES

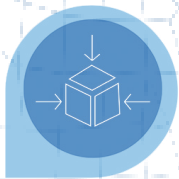
Through a series of master classes, academic lectures, collaborative group work and senior leadership fireside sessions from digital practitioners in both Asia and Silicon Valley, each participant will gain exposure and knowledge to be able to guide their organization towards their digital shift.

This program aims to...

- 1 **Deepen** the practical knowledge and understanding on best practices in the areas of digital innovation and transformation.
- 2 **Create** digital strategies to re-invent industries through collaborative group work.
- 3 **Expose** members to the digital tools and technology that affect the digital economy today such as Artificial Intelligence, Fintech, Cloud Computing and the Future of Work.

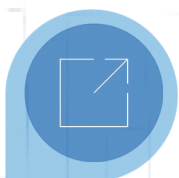
Be part of
a trusted and
selected community
of leaders in the
digital space in Asia
that goes beyond
the program.

WHAT YOU WILL LEARN



BUILD

- Startup Mindsets
- Basics of Corporate Innovation and Intrapreneurship
- Digital Transformation Basics
- Introduction to Fintech
- Building a Data-Driven Organization



EXPAND

- Cultural Transformation
- Customer Experience and User Experience
- Corporate Venture Capital 101
- Pitching Digital Businesses



SUSTAIN

- Forming Long-term Digital Visions
- The Emerging Technologies that Matter Today
- Growth Marketing and Product Management
- Leading in the Future of Work and Remote Working
- Innovation Management

WHO SHOULD ATTEND

The program is recommended for **managers, functional leaders, specialists, entrepreneurs, and family business owners** that have built or entering the digital and technology space.

A typical participant has at least three to five years on leading teams or building digital products. They aspire to lead the digital teams in large organizations (such as the **Chief Digital Officer, Chief Innovation officer, Chief Transformation Officer**) or become a tech entrepreneur or venture capitalist in the future.



WHAT YOU WILL GAIN

A NEW WAY OF THINKING

Exposure to the Latest Knowledge and Thinking

A VARIETY OF OPPORTUNITIES

Exclusive Access to Opportunities as an Alumni

A PERSONALIZED EXPERIENCE

First-hand Experience in Digital Ecosystems

A RESOURCES PLATFORM

Leading Tools to Accelerate Digital Transformation in your Organization

A TRIP TO SILICON VALLEY

Exclusive access to learn from Silicon Valley Innovation and Digital Transformation Industry Leaders through Embiggen Consulting's Expert Network

AN EXPERIENCED NETWORK

Be with a community of Trusted Networks of Digital Transformation Leaders

PROGRAM TIMELINE

PHASE 1

February - June 2021
DIGITAL TRANSFORMATION
FELLOWS EXECUTIVE
PROGRAM

PHASE 2

June 2021
SILICON VALLEY
DIGITAL ECOSYSTEM
IMMERSION TRIP

PHASE 3

July 2021
DIGITAL INNOVATION
STRATEGY CAPSTONE
MENTORING

15-WEEK PROGRAM STARTING
FEBRUARY 16, 2021 TO JUNE 3, 2021

TUESDAYS

Embiggen consulting
instructors

WEDNESDAYS

Global digital leaders
fireside sessions

THURSDAYS

Asian Institute of
Management Professors



WEEK THEME

- 01 LONG TERM DIGITAL VISION
- 02 CULTURAL TRANSFORMATION
- 03 STARTUP MINDSET:
The Secret of Founders
- 04 BASICS OF CORPORATE INNOVATION
AND INTRAPRENEURSHIP
- 05 DIGITAL TRANSFORMATION BASICS:
What does this mean?
- 06 DIGITAL MATURITY MODEL
- 07 CUSTOMER EXPERIENCE (CX) &
USER EXPERIENCE (UX)

- | | |
|----|---|
| 08 | VENTURE CAPITAL 101:
How is venture funding
different from any other funding? |
| 09 | HOW DO DIGITAL STARTUPS
PITCH TO INVESTORS |
| 10 | THE TECHNOLOGIES
THAT MATTER FOR DIGITAL
TRANSFORMATION:
AI, Data, Cloud, etc. |
| 11 | DEEP DIVE: Introduction to Fintech |
| 12 | GROWTH MARKETING 101, PRODUCT
MANAGEMENT 101 |
| 13 | LEADING THE FUTURE OF WORK
AND REMOTE WORKING |
| 14 | BUILDING A DATA-DRIVEN
ORGANIZATION |
| 15 | INNOVATION MANAGEMENT AND
INNOVATION ACCOUNTING |

PHASE 2

JULY 2021

DIGITAL ECOSYSTEM
IMMERSION: SILICON VALLEY

All Involved and Interested AIM
students, faculty, and associates



PROGRAM DETAILS

DURATION

February to
July 2021

FORMAT

Delivered online via
live virtual interactive
sessions in Zoom

FEE

Php. 250, 000. 00
**Fee for Phase 1*

To find out how you can participate, contact us at
SEELL@aim.edu or visit **go.aim.edu/seellinquiries**

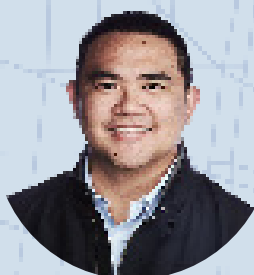
PROGRAM FACULTY



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Clinical Professor, Finance and Leadership
Head, School of Executive Education and
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