LEADING DIGITAL TRANSFORMATION AND INNOVATION

Program by Stanford Center for Professional Development and Hasso Plattner Institute
Change is the new constant in leadership of the 21st century. Never before in history have the opportunities of creating new business value been so easily reachable for organizations – and so elusive at the same time. Digital technology offers speed and scalability to drive successful innovation and adaptivity on the one hand – and represents one of the most important leadership challenges on the other. Leaders are charged with navigating the dynamic complexity of a new era, which more than ever requires a holistic perspective. Digital Transformation is not just located in your IT department – it is a cultural revolution that reaches all parts of your organization: your internal infrastructure, your relationships to partners and clients as well as your product and service portfolio. Successful Digital Transformation requires a human-driven strategy, a creative view on technological potential and a hands-on entrepreneurial mindset. The Hasso Plattner Institute, one of Germany’s most noted university institutes for IT and Europe’s biggest hub for Design Thinking education, together with the Stanford Center for Professional Development, a part of Stanford University, offer the collaborative program “Leading Digital Transformation and Innovation”. This unique integrated program aims to transmit the knowledge, practice and the mindset of DIGITAL TRANSFORMATION LEADERSHIP in times of change. It follows a simple equation that is the foundation of the course curriculum:

HUMAN-CENTERED DISRUPTION
+ SYSTEM-RELATED INTEGRATION
= DIGITAL TRANSFORMATION

In focused and varied on-campus sessions in Potsdam, Germany, and at Stanford University, California, USA, supplemented by online materials, you will learn how to successfully develop and roll out your Digital Transformation vision in your organization. We are looking forward to welcoming you on this journey of Digital Transformation.

Prof. Dr. Christoph Meinel  
Scientific Institute Director and CEO Hasso Plattner Institute for Digital Engineering

Paul Marca  
Associate Vice Provost, Office of the Vice Provost for Technology and Learning, Stanford University
Leading successfully through the digital evolution: The Stanford Center for Professional Development and the Hasso Plattner Institute (HPI) offer an intensive executive program that merges three key transformational factors: Human Needs, Digital Technology and Business Transformation Management. Discover a holistic, step-by-step approach to Digital Transformation Leadership, which encompasses three types of value creation:

1. Develop your Design Thinking competence using the approach as a leadership strategy for Human-Centered Value Creation
2. Grow your digital competence and train your innovation potential for Digital Technology Value Creation
3. Broaden your business transformation competence and get inspired by success strategies of Silicon Valley for Business Value Creation

Each of these topics is at the center of a 3-4 day face-to-face training block. On-campus courses will be held at HPI in Potsdam, Germany, and at Stanford University in California, USA, led by faculty and coaches of both institutions who are leading experts in their field. Online materials complement and deepen the unique learning experience.

In block 1 and 2 you will explore and practice Design Thinking as a strategy for Digital Transformation – in block 3 you will get a behind-the-scenes look into Silicon Valley’s successful practices of putting the strategy into practice.

The program is structured in seven steps that will represent the golden thread for the participants’ work. This will enable you to set up both a solid theoretical framework and tangible actions. Your takeaway is a foundation for repeatable and scalable transformation for your own organization: a roadmap based on the Digital Transformation Leadership Cycle.

1. What is your purpose value in the context of digital transformation?
2. Which human values in and around the organization are strong levers of change?
3. What are the solutions that deliver practical (daily work) value of change for the human being in the stakeholder system?
4. Which digital technology value can become motor of change by amplifying and accelerating the impact of those solutions?
5. What solutions should be prioritized to fuel strategic value?
6. What elements should be anchored in the organizational system to scale business value?
7. Which leadership action will become prototype, multiplier and symbol of your transformation culture?
Discovering the Leverage Points of Human-Centered Transformation

Starting with the definition of an exemplary transformation purpose, you will discover and practice Design Thinking as a leadership strategy and explore how to discover the strongest lever for a culture of change.

In small teams (six people maximum), you will use Design Thinking principles to reach the following curriculum goals:

- Create your transformation purpose.
- Bring to light human needs connected to the different areas of the value creation process and define your digital transformation challenge.
- Develop, in a Design Thinking mode, solutions that have the power to give orientation and serve as a compass for further activities and to unleash cultural change.

Block 1:

**DESIGN THINKING COMPETENCE FOR HUMAN-CENTERED VALUE CREATION**

3-day Design Thinking Leadership Workshop @ HPI School of Design Thinking, Potsdam (Germany)

Get to know and apply Design Thinking as a leadership strategy for human-centered value creation which helps you keep the focus on your most important stakeholders.
Block 2:

**DIGITAL COMPETENCE FOR VALUE CREATION WITH DIGITAL TECHNOLOGY**

3-day session: Startup Safari, Innovation Workshop and Transfer Exercise @ Hasso Plattner Institute, Potsdam (Germany)

In the second block, you will focus on the pragmatic and strategic value of Digital Transformation.

Mining Untapped Digital Accelerators and Scaling Resources

Grow your innovation skills by creating concrete prototypical solutions. Develop your knowledge for value creation with digital technology that can serve as a starting point or accelerator in transformation.

- In your teams, you will match digital technology principles, extracted from real-life cases, with your compass solutions to craft human-centered digital compass solutions.

- These results will be the content of your presentation to the HPI faculty expert jury: their feedback will be followed by discussion rounds where you can deepen and broaden your knowledge about technology fields like big data, cybersecurity, artificial intelligence or application program interfaces (APIs).

- The result of day 3 will be your personal roadmap draft that will serve as your reflection and learning reference for block 3. In Stanford you will experience the full potential of entrepreneurial business value creation and discover how the steps that you have followed can lead to successful transformation.
Block 3:

**BUSINESS TRANSFORMATION COMPETENCE FOR ENTREPRENEURIAL VALUE CREATION**

4-day session: Business Transformation Lectures, On-Site Visits at Silicon Valley Companies, Exercises and Reflections @ Stanford University, California (USA).

Get inspired by strategies of successful transformation in the Silicon Valley community to transfer these principles into your own context of business value creation.

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**Mastering Entrepreneurial Value Creation Principles And Strategies**

Last but not least, you will enrich your hands-on training and knowledge-gathering experience with a full immersion into the entrepreneurial mindset at Stanford University and Silicon Valley. You will leave with new knowledge, a myriad of examples, strategies and success principles as inspiration and a foundation for creating business value with digital transformation.

- Stanford professors, renowned book authors and leaders from innovative companies will share their insights and behind-the-scenes experiences.

- Strategies and daily work culture of startups, venture capitalist firms and innovation labs will be on the program of your site-visit day.

- Your journey will culminate with a personal leader’s transformation activity, a potent starting point and accelerator on your pathway to your transformation vision.

**Online Support**

The online platform provides a space to connect, discuss and work with your team and the class in between the face-to-face sessions. Lectures, exercises and examples complement and deepen the unique learning experience.
YOUR TAKEAWAYS

Experience Design Thinking as a leadership strategy in Digital Transformation and explore digital technology’s power to create value. Based on the Digital Transformation Leadership Cycle you will develop an exemplary starting point and roadmap to a transformation vision. As a leader, you will learn how to create example “compass activities” to role-model the change you want to achieve and create both a multiplication effect as well as operationalization guidelines for your management. Expect to be inspired by robust and effective transformation case studies and strategies from Silicon Valley researchers and entrepreneurs.

CERTIFICATE

Upon completion of the course, participants will acquire a certificate in LEADING DIGITAL TRANSFORMATION AND INNOVATION from the Stanford Center for Professional Development.

BECOME A MEMBER OF A GROWING PIONEER COMMUNITY

As an alum of the Leading Digital Transformation and Innovation Program, you are eligible for ongoing benefits from your new network of change-pioneers and have access to the HPI alumni conference CONNECT & DO DAY that takes place once a year at the Hasso Plattner Institute in Potsdam.

AT A GLANCE

Who should attend?
- Executives and business leaders, with or without extensive IT expertise, who need to actively tackle the challenges of Digital Transformation and Innovation in their company
- Managers of innovation, strategy, HR, IT or product development
- Entrepreneurs from all business sectors

Duration and Program Locations
Full program period 3 months with an on-site-block once a month
- Block 1 and 2: each 3 days at Hasso Plattner Institute, Potsdam, Germany
- Block 3: 4 days at Stanford University, California, USA

Language
English

Fee
17,500 EUR + VAT
(including course materials, teaching, catering; excluding travel and accommodation)

Application
Admission is by application only. Please contact HPI Academy for further details.
Hasso Plattner Institute for Digital Engineering

Hasso Plattner Institute (HPI) in Potsdam is Germany’s university excellence center for digital engineering (https://hpi.de). With its bachelor's and master's degree programs in “IT Systems Engineering” as well as its master's degree programs in “Digital Health”, “Data Engineering” and “Cybersecurity” the Faculty of Digital Engineering, established jointly by HPI and the University of Potsdam, offers an especially practical and engineering-oriented study program in computer science that is unique throughout Germany. At present, 600 students are enrolled in the program. HPI consistently earns a top-notch place in the CHE University Ranking. The HPI School of Design Thinking is Europe's first innovation school for university students. It is based on the Stanford model of the d.school and offers 240 places annually for a supplementary study. At HPI there are currently seventeen professors and over 50 guest professors and lecturers. HPI conducts research noted for its high standard of excellence in its IT topic areas. PhD candidates carry out research at the HPI Research School in Potsdam and its branches in Cape Town, Haifa, Nanjing and at the recently opened office in New York. The focus of HPI’s teaching and research is on the foundations and applications of large, highly complex and networked IT systems. In addition, HPI concentrates on the development and research of user-oriented innovations for all areas of life.

www.hpi.de
Stanford Center for Professional Development

Stanford University, located between San Francisco and San Jose in the heart of California’s Silicon Valley, is one of the world’s leading teaching and research universities. The Stanford Center for Professional Development, a part of The Office of the Vice Provost for Technology and Learning (VPTL), makes it possible for today’s best and brightest professionals to enroll in Stanford University courses and programs while they maintain their careers. Our portfolio reflects the exciting research and world-class teaching of Stanford faculty from all of Stanford’s schools. Courses are delivered online and, in some cases, at Stanford, at your work site, or at international locations. We are providing a global community of learners with flexibility and convenience and enabling them to apply their education to their work. The Stanford Center for Professional Development upholds the mission of Stanford University to encourage life-long learning and forge the future by educating tomorrow’s leaders in industry. Emerging learning technologies open new opportunities in how we teach and the ways in which students learn.

www.scpd.stanford.edu
CONTACT & APPLICATION

For application and individual consultation please contact our program advisors:

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