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**Asian Institute of  
Digital Transformation**

# **EXECUTIVE MASTER CLASS IN DIGITAL TRANSFORMATION**

*An Online Exclusive Executive Master Class  
Delivered Via Online Virtual Learning*





## **THE DIGITAL TRANSFORMATION CHALLENGE**

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*“At least 40% of all businesses will die in the next 10 years if they don’t figure out how to change their entire company to accommodate new technologies.”*

JOHN CHAMBERS,  
FORMER EXECUTIVE  
CHAIRMAN, CISCO SYSTEM





## ABOUT THIS COURSE

This Exclusive Executive Master Class is one of the timely and relevant program designs and developed by the education partnership between Unionbank of the Philippines and Global Learning Solutions Singapore.

It addresses the most important needs of corporations and organizations today to become agile and competitive in the midst of the technological disruptions and digital transformation that characterize the 4th Industrial Revolution of Cyber-Physical Realities.

## REGISTER NOW

Understand the impact of technology disruptions in the age of inter-connectivity and exponential change and master the process and digital transformation to lead this effort in your own organization by equipping yourself with the skills to create a digital and execution strategy.

- *8 weeks (2 Module per Week)*
- *8-9 Hours / Week*
- *Reading, Case Studies, and Back - Home Assignments*
- *Final Consulting Project with Formal Assessment*
- *May - June Program Intake*
- *Tuition Fee: USD 2,700*



*“Big companies want to employ what are known as intrapreneurs, people who can create change within a firm and break through institutional inertia and bureaucracy. These are people who can think and act like entrepreneurs.”*

PROFESSOR ALAN BROWN  
EXECUTIVE DIRECTOR,  
CENTRE FOR DIGITAL ECONOMY

## **THIS HIGH IMPACT MASTERCLASS PROGRAM WILL ENABLE PARTICIPANTS TO ACHIEVE THE FOLLOWING LEARNING OBJECTIVES:**

- Analyze the pervasive influence of emerging exponential technologies in the way we work, live, play, communicate, engage, entertain and consume goods and services.
- Understand the value creation process and the importance of social commerce and social marketing to increase customer engagement, intimacy, and loyalty.
- Differentiate between digitalization and digital transformation and learn the process of delivering seamless digital experience and solutions and become digital to the core to the core.
- Appreciate the importance of creating an agile and lean culture to develop future-ready digital competencies embed digital in the fabric of the enterprise and move from doing digital to being digital.
- Understand the pillars of technology enterprise architecture and the importance of embedding IT within the business, managing data privacy, and launching proactive cyber security measures.
- Develop an intrapreneurial mindset to lead digital transformation efforts by embracing the perspective of a startup founder and applying design thinking to continuously introduce innovative ideas.
- Embrace transformational leadership as the core strategy to drive digital transformation by developing a people-centric strategy and mastering the disciplines of execution.
- Create a culture of innovation across the organization to overcome innovation fatigue and promote open innovation policies and practices at all levels.





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# WHO SHOULD ATTEND



## BY PARTICIPATING IN THIS EXECUTIVE MASTERCLASS PROGRAM, YOU WILL REAP THE FOLLOWING BENEFITS:

- Learn effective leadership skills and execution strategies essential to lead your organization's transformation journey into the digital age.
- Gain insights into your own leadership style through case studies, group discussions, interactions, and self-reflection exercises.
- Chart your learning and development journey from the start of the program until the program's conclusion.
- Build your professional network with other international peers and cohorts from diverse culture and industries.

*This online virtual masterclass is designed for working professionals who want to make an impact in their own organizations by improving and up-skilling their digital leadership competencies to benefit themselves as well as their organizations.*

*This hands-on program is ideal for emerging business leaders, high potential talent, and middle managers who want to lead digital transformation, launch innovative Initiatives and create a high-performance culture within their team.*

*This program is useful for upper level and senior managers who want to mentor or coach their one-downs to embrace digital technologies, lead digital transformation projects or break institutional inertia by thinking and acting like "intrapreneurs".*

## THIS GROUNDBREAKING PROGRAM IS THE RIGHT ONE FOR YOU IF YOU WANT TO:

- Acquire new skills that you can immediately apply in your current job function.
- Grow in your job and make positive contribution to your organization.
- Gain exposure to senior leadership team by demonstrating the skills you have learned.
- Acquire highly marketable skills for your own personal growth and career advancement.



# On Full Throttle Into Digital Banking

Many banks around the world are undergoing technology-based enhancements to improve their business models. Very few, however, are as revolutionary or as comprehensive as the one executed by UnionBank. The goal of this metamorphosis is to reshape the bank into a “technology company with banking utilities”, in the words of now Vice Chairman Justo Ortiz. As such, a root-and-branch overhaul of the bank’s technology capabilities was the first agenda in its mission to completely revolutionize its digital-banking infrastructure.

The bank has consistently been the de facto leader for digital innovation in the Philippine banking sector. Indeed, its track record in this area includes being the first lender in the country to open a banking website, as well as being the first to introduce online banking and electronic savings accounts.

*UnionBank’s digital transformation had its beginning in 2016, when Edwin Bautista, a dedicated UnionBanker with nearly 20 years of experience at the bank, was named as the new President and CEO. His mandate at the commencement of his role could not have been any clearer: digitise the bank; launch the digital bank; and partner with fintech.*

*A year after, UnionBank ramped up with the “Best Digital Bank in the Philippines Award” in 2017 given by Asia Money, followed by the same recognition for three years in a row.*







UnionBank is collaborating with corporate training service provider **Global Learning Solutions Singapore** which offers immersive, interactive, and experiential Executive Master Class Programs in the Asian region, including Singapore, Malaysia, Hong Kong, and the Philippines.

GLS is proud of its global faculty of more than 50 experts gathered from ASEAN, Asia-Pacific, Europe, UK, North America, Latin America, Canada, Africa, India, and China, who are both industry practitioners and educators at the CEO and CXO levels.

In collaborating with GLS, UnionBank is able to harness the vast experience and the expertise of external resources to create a distinctively unique curriculum, with robust content and academic rigour to meet the high standards of post-graduate and graduate school educational system.



# HOW WILL WE LEARN?

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At AIDT, we design a practical curriculum that combines academic rigor with real-life skills delivered in an immersive virtual learning environment. It's like attending business school without the limitations of time and space.

This is the future of digital education in the Era of the Fourth Industrial Revolution: just-in-time, personalized, future-ready, and lifelong learning-oriented. There are three factors that make our masterclass courses unique.

## HIGHLY CURATED CURRICULUM CONTENT

Our immersive online programs are expertly designed to create an education system that combines rigorous academic certification with work-related project assignments and mentor assessments. Pre-readings, case studies, group discussions, back-home assignments, and the final consulting project are meticulously incorporated.

## PRACTICE-ORIENTED FACULTY MENTORS

Our courses are designed and delivered by delivered by Global Faculty Mentors who are industry experts, academic thought leaders, and active business founders who have hands-on experiences in multiple industries.

They bring global best practices in such areas as FinTech, AI, IOT, Blockchain, Data Analytics, Digital Marketing, Electronic Payments, Cyber Security, and Open Innovation.

## IMMERSIVE VIRTUAL LEARNING DELIVERY

Our learning methodology incorporates synchronous learning (faculty and students meeting virtually at the same time) and asynchronous learning (students accessing online content at their own pace and time) to engage students in their own learning process. Live sessions with collaborative discussions and mentoring are blended into the program.





# WHAT YOU WILL LEARN

This expertly crafted master class curriculum will expose you to fresh perspectives and best practices from knowledgeable experts and pioneering thought leaders who have accumulated many years of solid experience and industry practice. Our Global Faculty Mentors are CEOs, CXOs, founders, or educators with a good balance of theory and practice in their presentations, applying our unique Story Telling Narrative Approach.



## WEEK 1 COURSE SYLLABUS EXPONENTIAL TECHNOLOGY AND THE DIGITAL ECONOMY

### MODULE 1 WELCOME TO THE AGE OF DIGITAL DISRUPTION

- Understand how the confluence of social media, mobile, analytics, and the cloud impact the global economy.
- Examine how technology breakthroughs fuel digitisation, automation, disintermediation, and disruption.
- Analyse the growing influence of Artificial Intelligence, Machine Learning, AR/VR/MR, IOT/5G, and Blockchain.
- Determine the impact of exponential technologies to the future of work and the emerging gig economy

### MODULE 2 EMERGING TECHNOLOGY SHIFTS TO WATCH OUT FOR

- Embrace the organisational challenge of moving away from incremental change to exponential growth.
- Explore the shift in customer expectations from providing digital experiences to creating digital realities.
- Identify the benefits of the shift in focus from cloud computing to edge computing and digital platforms.
- Recognise the growing shift from data analytics to AI, cognitive intelligence, and deep learning.

## WEEK 2 COURSE SYLLABUS

# CUSTOMER VALUE CREATION AND THE CUSTOMER REVOLUTION

### MODULE 3

#### MAPPING THE CUSTOMER EXPERIENCE JOURNEY

- Articulate the process of creating a customer value proposition to meet customer requirements.
- Understand the process of customer journey mapping and defining critical customer touch points.
- Analyse the strategy of customer-centricity and determine the lifetime value of customers.
- Discuss the benefits of balancing digital process with human connection and intimacy

### MODULE 4

#### DIGITAL MARKETING AND SOCIAL MEDIA ANALYTICS

- Explore the basics of ecommerce and digital marketing in B2B, B2C, C2C, and C2B transactions.
- Examine the principles and best practices in monitoring and nurturing customer engagement.
- Investigate the elements of social media marketing and the impact of web and SEO analytics.
- Learn how digital marketing and CRM/ECRM systems drive customer retention and loyalty

## WEEK 3 COURSE SYLLABUS

# UNDERSTANDING DIGITALISATION AND DIGITAL TRANSFORMATION

### MODULE 5

#### DELIVERING ONLINE DIGITAL SOLUTIONS

- Explain the difference and synergy between digitalization projects and digital transformation process.
- Analyse the four types of digital transformation including process business model, domain and culture.
- Appreciate the importance of embracing a digital-first mindset and creating digital customer experience.
- Develop strategies to drive customer satisfaction through seamless access and paperless transactions.

### MODULE 6

#### BECOMING DIGITAL TO THE CORE

- Embrace digital transformation to the core by learning to innovate rapidly, successively, and at scale.
- Develop digital hygiene by providing 24/7 availability, six sigma reliability and straight through processing.
- Explore the importance of automation, instrumentation, and cloud analytics in driving transformation.
- Analyse the organisation's overall digital readiness index and assess people's digital maturity curve.



## WEEK 4 COURSE SYLLABUS

# CREATING A DIGITAL DNA THROUGH AGILE AND LEAN CULTURE

### MODULE 7 DIGITAL UPSKILLING AND DIGITAL DNA

- Develop a strategy to upskill organisational talents with future- ready digital competencies.
- Identify the core competencies to develop digital-savvy leaders and promote digital literacy across the organisation.
- Learn strategies to create a lean and agile organisation through task analysis and process automation.
- Explore practical approaches to embed digital in the fabric of the enterprise and develop a digital first mindset

### MODULE 8 DOING DIGITAL VERSUS BEING DIGITAL

- Discover opportunities to align business operations, customer needs and marketing models.
- Articulate strategies and policies to shift resources from project funding to business development funding.
- Develop initiatives to scale to enterprise agile and adopt the mindset of failing fast to learn faster.
- Recognise the importance of designing and developing an effective disruption radar screen

## WEEK 5 COURSE SYLLABUS

# DEVELOPING A FUTURE-READY TECHNOLOGY ARCHITECTURE

### MODULE 9 EMBEDDING IT AS A STRATEGIC BUSINESS DRIVER

- Understand the pillars of enterprise architecture: business, information, application, technology & risk.
- Recognise the technology trends towards synergising the functionalities between ITOps with DevOps.
- Explore the benefits of business process and robotics automation and integrated operations, models.
- Describe the elements of open API strategy and business continuity through network replication

### MODULE 10 MANAGING DATA PRIVACY AND CYBERSECURITY

- Analyse the application of the five levels and ten elements of the Data Protection, Maturity Model.
- Examine the implications of the shift from DevOps to DevSecOps for sustainable business operation.
- Investigate the five common DDoS cyberattacks and use predictive analytics to overcome these.
- Articulate the six steps to implement the NIST Cybersecurity Framework across organisational levels

## WEEK 6 COURSE SYLLABUS

### EMBRACING INTRAPRENEURIAL MINDSET AND DESIGN THINKING

#### MODULE 11 DEVELOPING THE STARTUP FOUNDER'S MINDSET

- Articulate an insurgent mission that drives every aspect of the business with a strong focus on cost.
- Recognise the technology trends towards synergising the functionalities between ITOps with DevOps.
- Explore the benefits of business process and robotics automation and integrated operations models.
- Describe the elements of open API strategy and business continuity through network replication

#### MODULE 12 UNLEASHING THE POWER OF DESIGN THINKING

- Understand the 4-step design thinking process of empathising, ideating, and prototyping and testing.
- Learn the three core techniques of user-based in sighting, creative ideating, and agile iterating.
- Differentiate between inspiration, innovation, and invention in the design thinking process.
- Examine the trade-offs and balance between opportunity seeking and risk taking behaviors

## WEEK 7 COURSE SYLLABUS

### MASTERING THE ART OF TRANSFORMATIONAL LEADERSHIP

#### MODULE 13 LEADING TRANSFORMATIONAL CHANGE FROM WITHIN

- Differentiate the four types of change leadership: tactical, strategic, transactional and transformational.
- Practice the five drivers of transformation: stimulation, consideration, inspiration, influence and conflict.
- Understand the three types of resistance to change: logical, psychological and sociological.
- Apply the three steps to overcome and manage resistance to change: clarity, readiness and causality

#### MODULE 14 MASTERING THE FOUR DISCIPLINES OF EXECUTION

- Recognise the importance of clear focus and paying attention to the wildly important goals (WIG).
- Examine the power of leverage by finding the right levers and acting on key lead measures.
- Unlock the secret to engagement by creating a compelling scoreboard with sense of achievement.
- Unleash a cadence of accountability by reviewing progress regularly with objective open feedback.





## WEEK 8 COURSE SYLLABUS

# ACHIEVING SUSTAINABILITY THROUGH A CULTURE OF INNOVATION

### MODULE 15 **DECODING THE DISRUPTIVE INNOVATION PLAYBOOK**

- Differentiate between sustaining and disruptive innovations and why disruption is the new game-changer.
- Explore the innovator's dilemma and learn valuable lessons from successful and unsuccessful innovators.
- Articulate the five fundamental principles of disruptive innovation and the dilemma of good management.
- Recognise the five-point solution to resolve the innovator's dilemma and overcome innovation fatigue.

### MODULE 16 **UNLEASHING OPEN INNOVATION FOR SUSTAINABLE GROWTH**

- Understand the difference between closed and open innovation and funnel versus rocket process models.
- Differentiate the three types of open innovation challenges: inside-out, outside-in and open-inside.
- Analyse the process and practice of open innovation challenge, crowdsourcing and innovation lab.
- Leverage innovative ideas from the outside through innovation sandbox, hackathon and demo day events.