

ON DEMAND

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Course on
**Leading Business
Transformation**



**WOBİ PRESENTS THE
EXCLUSIVE COURSE ON**

LEADING BUSINESS TRANSFORMATION

with

**CHARLENE
LI**



In this course you will learn:

- To transform change and disruption into opportunities
- How to meet the needs of your future customers
- How to build a powerful strategy in times of disruption
- The role of leaders in guiding organizational transformation

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ABOUT

Charlene Li

Named by Fast Company as one of the most creative people in business, Charlene Li is an expert on digital transformation and disruptive growth strategies.

Her deep knowledge of leadership, strategy, interactive media and marketing gives her unique insight into the changing business landscape. For the past two decades, Li has been helping people see the future. She's the author of five books, including the New York Times bestseller, *Open Leadership* and the critically acclaimed book, *Groundswell*.



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6 hours

3 sessions (2 hrs/session)

LEADING BUSINESS TRANSFORMATION

- A unique experience of digital learning
- Easy to follow through modules and lessons
- Assessment and reviews
- 100% Online course
- Get certified: diploma to be uploaded on your professional networks



AGENDA

MODULE 1. **THE DISRUPTION MINDSET - TRANSFORMING AND REINVENTING YOUR BUSINESS**

- Understanding the Disruptions of Our Time
- Why Disruption Means Seeing the Future
- Why We Have to Question Everything
- Case Study: Adobe
- Understanding the Disruption Curve
- Where to Start with Transformation Strategies
- Strategy Planning with VUCA (Part 1)
- Strategy Planning with VUCA (Part 2)
- The Importance of Scenario Planning
- Transforming Our Organizations to Serve the World



AGENDA

MODULE 2. **THE FUTURE CUSTOMER EXPERIENCE**

- Defining Next Generation Experiences (Part 1)
- Defining Next Generation Experiences (Part 2)
- How to Focus on Future Customers
- Case Study: Myspace Versus Facebook
- How Not to Be Blinded by Customers
- The Importance of “Personas”
- Empathy Maps, Adjacent Users, CABs and Dashboards
- Why the Employee – Customer Connection is Critical
- Guiding Principles for the Future Customer Experience
- Importance of Prioritization



AGENDA

MODULE 3. **LEADING THE TRANSFORMATION OF YOUR ORGANIZATION**

- Defining Leadership
- The Characteristics of Disruptive Leaders
- How Disruptive Are You and Your Organization?
- How to Overcome Fear and Self-Doubt
- The Purpose of Purpose
- The Importance of Disruptive Beliefs
- What are your organization's beliefs?
- The Flux Culture Operating System
- Keys for Successful Digital Leadership