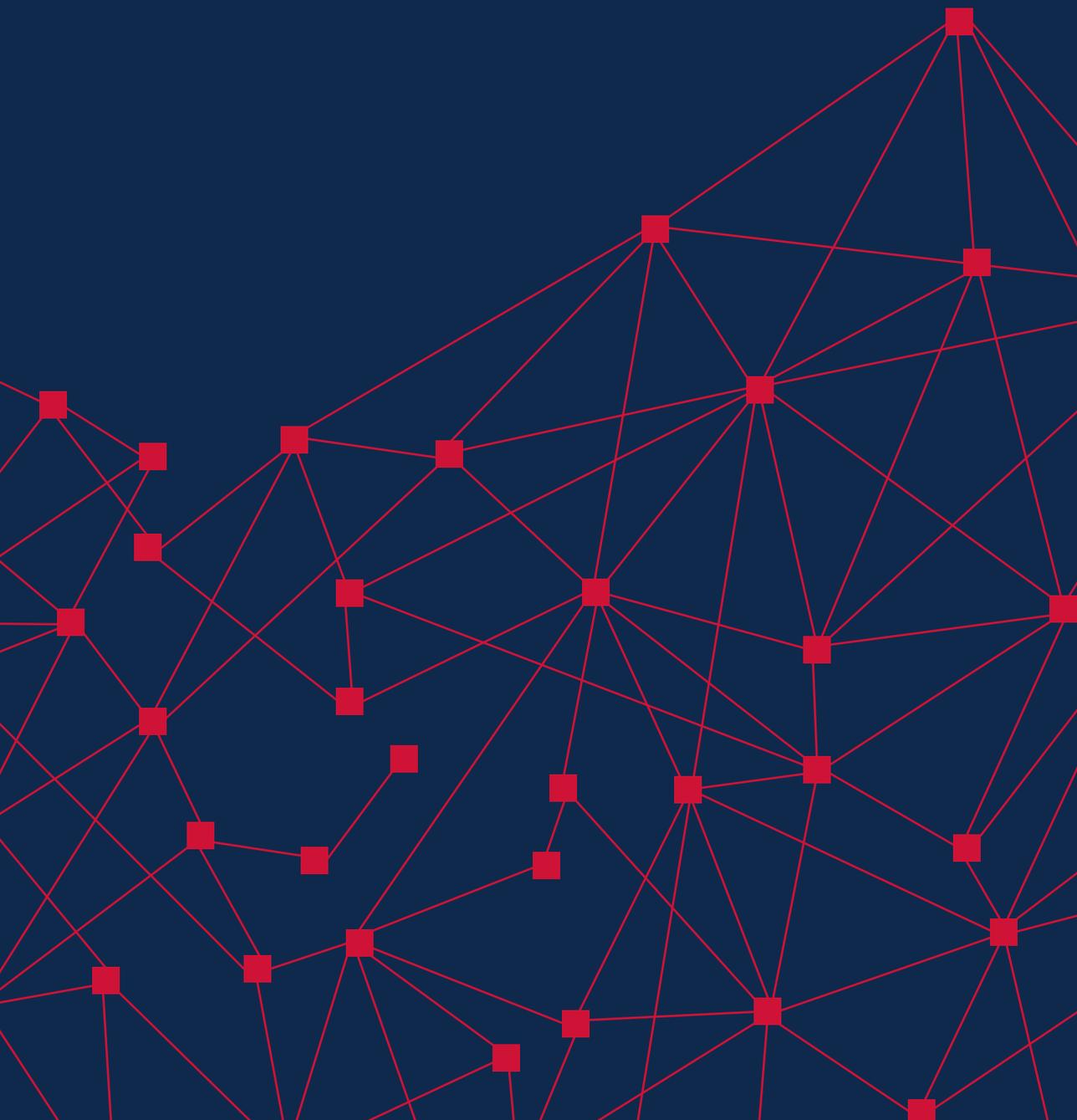


LEADING DIGITAL TRANSFORMATION AND INNOVATION

*Program by Hasso Plattner Institute and the
Stanford Center for Professional Development*





Digital Transformation: the key challenge for companies and their managers

Leverage your digital capabilities with the experts from HPI and Stanford University

Acquire the skills to master digital technologies, innovation and entrepreneurship

GREETING

Technological progress and the evolution of customer behavior drive the digital transformation of business. Big data, social media, and cloud and mobile solutions are digital innovations that change the dynamics of competition across industries and force organizations to radically transform. In order to actively meet the challenges and opportunities that arise from this development, managers and executives need to know the key technologies and management practices of innovation to ensure corporate and personal success.

Digital competence matters – for individuals and organizations. It is essential in order to ensure competitiveness, or even to sustain a position on the market at all. However, at the same time, studies show that over 90% of all companies lack digital skills.

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, international program provides you with a new mindset and the skills necessary to meet the challenges of digital transformation. You receive the latest knowledge from research and connect it with practice.

The program uses a holistic, blended learning approach that covers the essential challenges of digital transformation by highlighting the technological foundations of digitalization, showing how to sustainably build an innovation culture and how to lead the transformation with an entrepreneurial mindset. 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 initialize and execute digital innovation initiatives.

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
*Executive Director
Stanford Center for Professional Development*

PROGRAM DESCRIPTION

The Hasso Plattner Institute (HPI) and the Stanford Center for Professional Development offer a unique, joint program that provides you with a broad overview of the challenges and opportunities of digital transformation for your business. The program, blending in-person and online learning, will equip you with the critical management and technology skills that you need to navigate the ongoing digital evolution and to conceive, lead and execute digital innovation initiatives.

As a coherent learning experience, the program covers the crucial challenges that are posed by the digital transformation and the desire for innovation, centered on three essential topic areas:

Digitalization - *A Technological Perspective*

New technologies alter traditional business models regardless of the particular industry. Knowing these technologies and their business implications is fundamental for a successful transformation. Learn the latest trends in digitalization from the experts at HPI, Germany's leading IT institute.

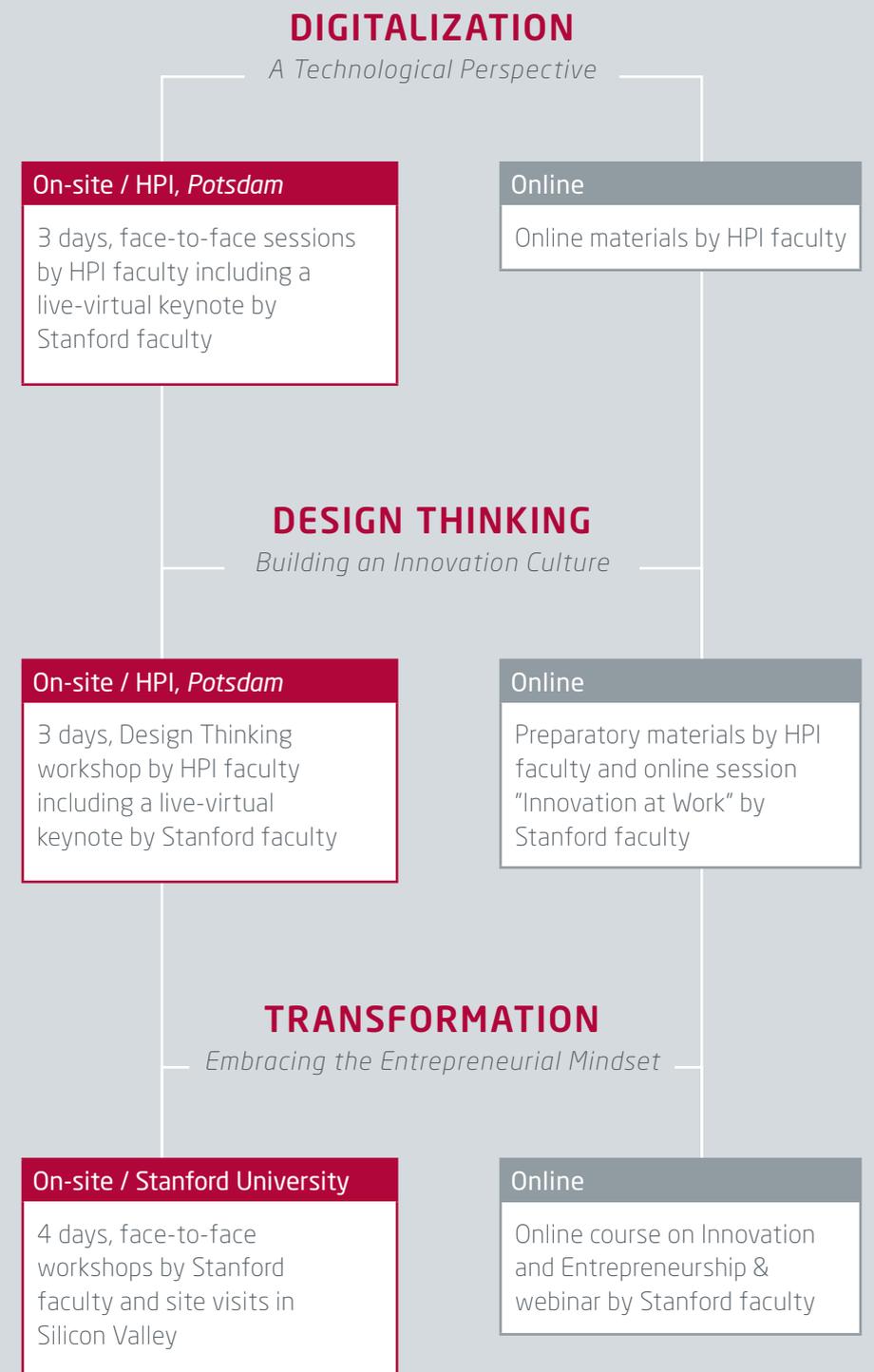
Design Thinking - *Building an Innovation Culture*

Experience a human-centered approach to innovation that focuses on user needs and therefore leads to new solutions to challenges. Design Thinking will drive a culture of innovation in your organization and boost your ability to innovate.

Transformation - *Embracing the Entrepreneurial Mindset*

At Stanford, you experience Silicon Valley's start-up ecosystem while learning best practices for implementing innovative ideas and encouraging an entrepreneurial culture in your workplace.

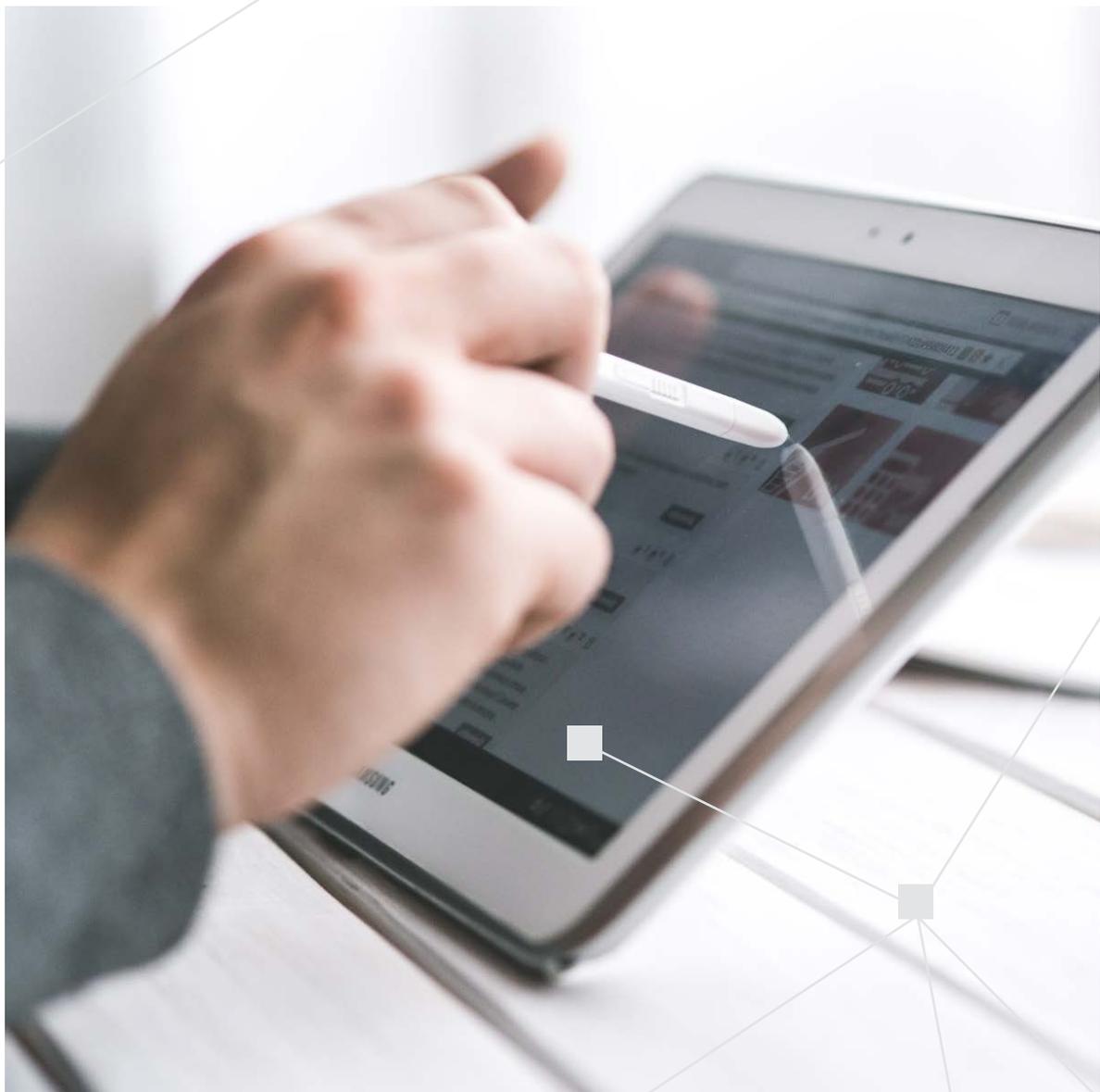
Each of these topics is at the center of a 3-4 day face-to-face training. On-campus courses will be held at HPI in Potsdam, Germany and at Stanford University in California, USA, led by faculty of both institutions who are leading experts in their field. Online materials complement and deepen the unique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



DIGITALIZATION

A Technological Perspective

In order to successfully meet the challenges of digital transformation, it is necessary to understand the technical developments and trends that underlie the buzzwords of Big Data, the Internet of Things or Cloud Computing, as well as their business implications. At the start of the program, participants are introduced first to digital transformation from a technological perspective.



Hasso Plattner Institute, Potsdam (Germany)

3 days, face-to-face workshops and seminars by HPI faculty and a live virtual keynote by Stanford faculty

- Understand the fundamental digital technologies in use today and be aware of prospective developments in the future. Program topics include: Cloud Computing, Big Data Science and Management, Cybersecurity, and Virtual Reality.
- Learn how the Internet and digital technologies connect people, computers and things, and turn our world into a smart one. Become aware of the new possibilities that emerge from this development.
- Get to know the opportunities that derive from Big Data analytics. Revolutionary database technologies enable the flexible and lightning-fast analysis of massive amount of enterprise data. Big Data analytics are showcased in several prototypes, which illustrate fields where the technology can be applied.
- Cloud Computing is a huge shift in technology. Understand its implications and potential.
- Explore the security threats we are faced with in digitalization and learn how to confront them. Become familiar with cyber-attacks and the challenges of securing data and networks.
- See how digitalization changes interactions and processes within and across organizations, industries, and society.

Online

Online materials will complement and deepen the topics covered in the on-site session. Exercises will help you reflect on the content.

DESIGN THINKING

Building an Innovation Culture

Digitalization requires companies to be innovative and meet evolving customer demands. In order to sustainably meet this challenge, new approaches and a new working culture are necessary. This is where Design Thinking comes into play. Design Thinking is a human-centered approach to innovation that focuses on user needs and therefore leads to new solutions. It will drive a culture of innovation in your organization and accelerate your ability to innovate.



HPI School of Design Thinking, Potsdam (Germany)

3-day Design Thinking workshop by HPI faculty and a live virtual keynote by Stanford faculty

In a multi-disciplinary team, you will work on an innovation project related to Digital Transformation. You will go through the entire Design Thinking process and develop a strong understanding of the basic principles. Finally you will transfer your newly acquired knowledge to your own initiative.

- Learn the methodology and the principles of Design Thinking while diving into a dynamic learning journey with instant takeaways for your project.
- Get to know tools and frameworks for solution development in complex environments and learn to apply them flexibly.
- Experience a new, radically user-centered working culture based on collaboration, learning-by-moving-forward and sensemaking.

Online

Online materials will help you to prepare for the for the on-site session. Afterwards, the online session "Innovation at Work" by Stanford faculty will assists you with introducing Design Thinking into your worklife. Short videos lead you through a series of exercises and activities that help you to apply Design Thinking in a team setting to your own projects.

TRANSFORMATION

Embracing the Entrepreneurial Mindset

Innovative start-ups are often the leading force in digital transformation. They embrace it with an entrepreneurial approach, which is also relevant for innovation projects in large companies. In the sessions addressing transformation challenges you will develop entrepreneurial and managerial skills – knowledge that will empower you to lead change. The program's last on-campus session will take you to Stanford, California, in the heart of Silicon Valley.



Stanford University, California (USA)

4 days, face-to-face workshops, panels and site visits by Stanford faculty

The on-site session at Stanford University combines academic content with on-site visits and meetings with business leaders in Silicon Valley. It creates a greater awareness of the main guidelines at the heart of entrepreneurial activities and the venture capital ecosystem.

- Expose yourself to some of the best practices and mindsets that have helped Silicon Valley companies and leaders achieve business success.
- Learn essential skills and effective strategies for managing digital transformation through successful opportunity assessment, business model development and strategy.
- Learn how to identify innovative efforts and pockets of excellence within your organization and help them to grow and improve.
- Acquire the tools to successfully build and lead an innovative team.

Online

Online course from the Stanford Innovation and Entrepreneurship certificate program and Webinar by Stanford faculty

- Dive into an online course from the Stanford Innovation and Entrepreneurship certificate program that is influenced by the spirit of Silicon Valley and blends real-world innovation experience with proven research models to help you master the skills and mindset you need to solve your business challenges.
- The online course is complemented by a live virtual webinar given by members of the Stanford faculty that will allow you to work in teams to apply the content of the course to your every day jobs and realities.

COURSE OBJECTIVES

- This unique international program looks at digital transformation and innovation from the perspective of its main challenges: technology, innovation culture and transformation management.
- The program enables you to recognize and understand impactful, new technologies and their business implications. At the same time, you will gain a better understanding of the threats and opportunities that arise from digital transformation.
- The program offers a new and sustainable approach to innovation that will change your working culture and ability to innovate.
- It provides you with the necessary management skills and entrepreneurial mindset to transform your organization.
- You get the latest insights and knowledge to successfully lead and execute digital transformation and innovation initiatives in your organization.

KEY BENEFITS

- Receive a joint certificate from HPI and the Stanford Center for Professional Development.
- Benefit from a focused and intensive program delivered by leading institutions.
- Delve deep into cutting edge topics, conveyed in a practical, targeted way by renowned experts.
- Gain a larger perspective on digital transformation and innovation while visiting the cradle of innovation – Silicon Valley.
- Be part of an intensive exchange of experiences, not only from the teaching staff but also among the participants.
- Develop your personal and professional skills for your career.

AT A GLANCE

Target group

- Executives and business leaders, without extensive IT expertise, who need to tackle the challenges of digital transformation and innovation in their company
- Managers of innovation, strategy, HR, or product development
- Entrepreneurs from all business sectors

Dates and duration

3 intensive on-campus events of 3 – 4 days complemented by online learning resources over the course of 3 months

For the dates of the next run of the program please visit:
www.hpi-academy.de/digital

Study locations

Hasso Plattner Institute for Digital Engineering, Potsdam (Germany) and Stanford University, "Silicon Valley", California (USA)

Certificate

Upon successful completion, participants will acquire a joint certification: "Leading Digital Transformation and Innovation" from Hasso Plattner Institute and the Stanford Center for Professional Development. The program requires active participation and full-time attendance in order to receive a certificate.

Fee

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

Language

English



Hasso Plattner Institute for Digital Engineering

The Hasso Plattner Institute for Digital Engineering GmbH (HPI) at the University of Potsdam is Germany's university excellence center for Digital Engineering. The HPI is the only university institute in Germany offering the bachelor's and master's program in "IT Systems Engineering" – a practical and engineering-oriented study program in computer science, in which about 500 students are presently enrolled. 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 yearly for a supplementary study.

There are a total of twelve HPI professors and over 50 guest professors, lecturers and contracted teachers at the Institute. HPI carries out research noted for its high standard of excellence in its topic areas. Research work is also conducted at the Potsdam HPI Research School for PhD candidates as well as at its branches in Cape Town, Haifa and Nanjing. HPI always earns the highest positions in the CHE university ranking. Since the beginning of September 2012, HPI has offered openhpi.de, an interactive Internet educational platform. Its free online courses are open to everyone.



Stanford | Center for Professional Development

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 makes it possible for today's best and brightest professionals to enroll in Stanford University courses and programs while they maintain their careers. Courses and programs from the School of Engineering and related Stanford departments are delivered online, at Stanford, at company work sites and international locations—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 Engineering 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.

CONTACT & REGISTRATION

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