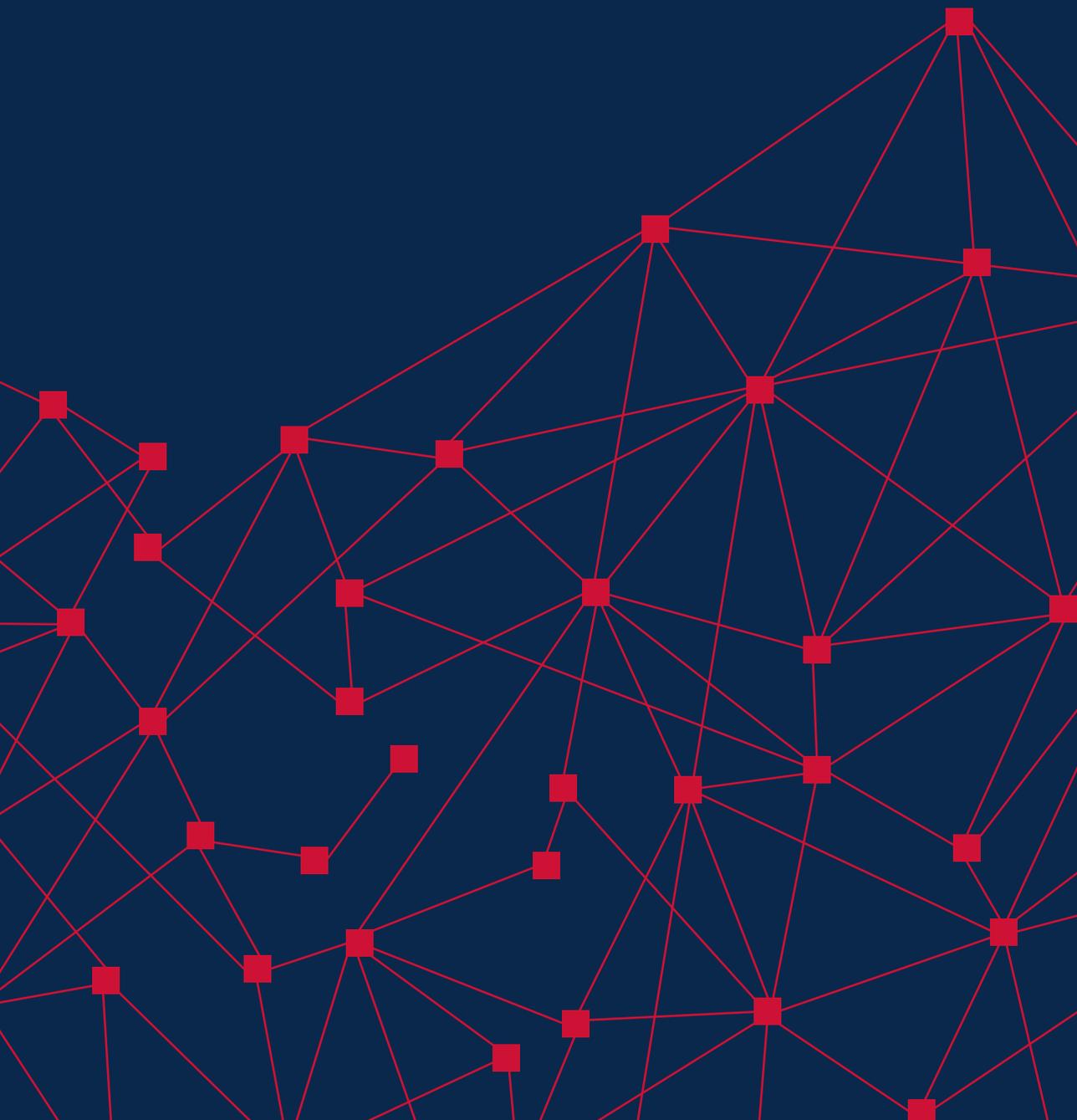


LEADING DIGITAL TRANSFORMATION AND INNOVATION

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



GREETING

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 NEW LEADERSHIP in times of change.

It follows a simple equation that is the foundation of the course curriculum:

$$\begin{aligned} & \text{DT (Design Thinking)} \times \text{DT (Digital Technology)} \\ & \quad = \\ & \text{DT}^2 \text{ (Transformational Impact)} \end{aligned}$$

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*

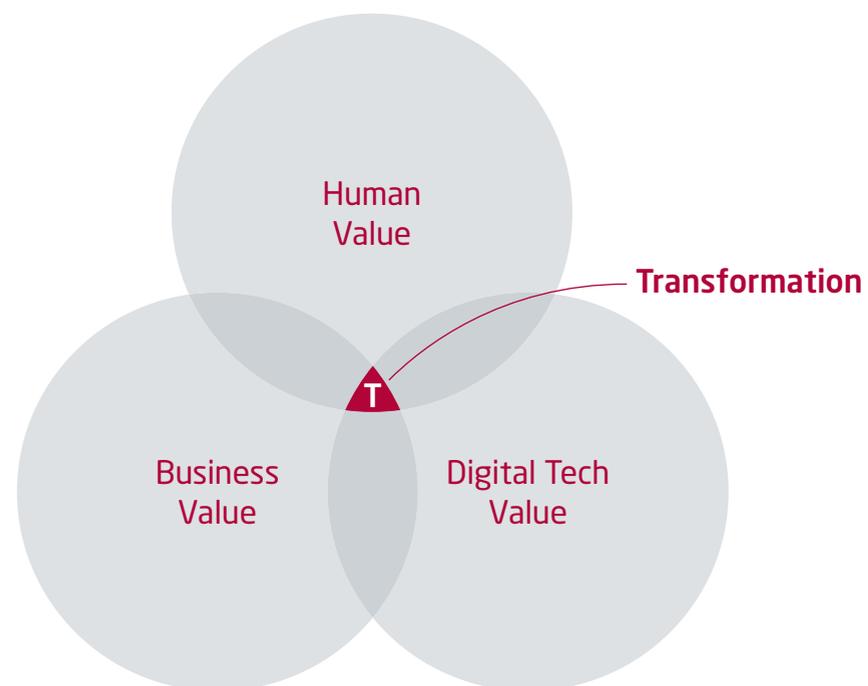
Paul Marca
*Associate Vice Provost, Office of
the Vice Provost for Teaching and
Learning, Stanford University*

PROGRAM DESCRIPTION

Leading successfully through the digital evolution: The Hasso Plattner Institute (HPI) and the Stanford Center for Professional Development offer an intensive executive program that merges three key transformational factors: Human Needs, Digital Technology and Business Transformation Management.

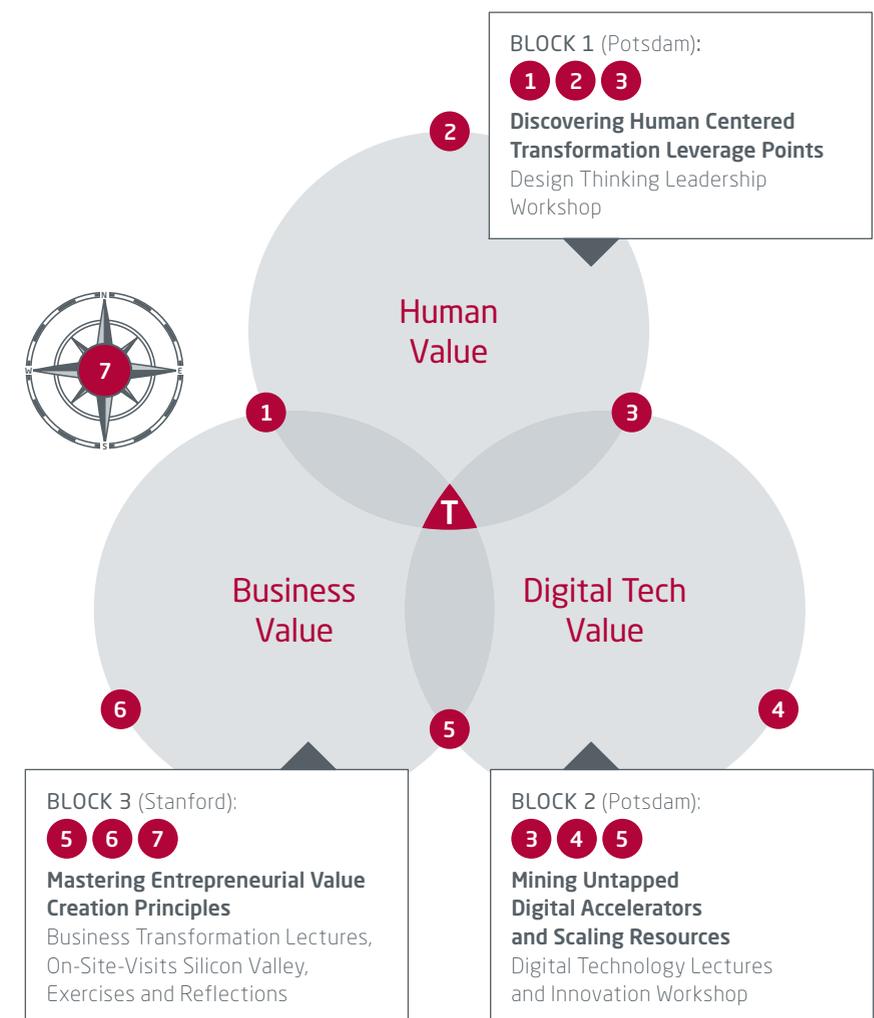
Discover a holistic, step-by-step approach to New Leadership, which encompasses three types of value creation:

1. Using Design Thinking as a leadership strategy for **Human-Centered Value** Creation
2. Growing your knowledge and creativity for **Digital Technology Value** Creation
3. Getting inspired by success strategies of the Silicon Valley community 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 of both institutions who are leading experts in their field. Online materials complement and deepen the unique learning experience.

PROGRAM CURRICULUM



The program is structured in 7 steps that enable you to set up both a solid theoretical framework and tangible actions to create the foundation for repeatable and scalable transformation for your organization. The 7 value-creation steps in your roadmap:

1. What is your Purpose Value?
2. Which Human Values are strong levers?
3. What is the Daily Work Value of change?
4. Which Digital Technology Value is an accelerator of change?
5. What fuels Strategic Value?
6. What elements to scale and anchor for Business Value?
7. Which leadership action will become symbol of your Vision and the prototype for Transformation Value?

Block 1:

HUMAN CENTERED TRANSFORMATION

HPI School of Design Thinking, Potsdam (Germany)

3 Day Design Thinking Leadership Workshop

DISCOVERING THE LEVERAGE POINTS OF HUMAN CENTERED TRANSFORMATION

Starting with the definition of your transformation purpose, you will discover and practice Design Thinking as a leadership strategy for creating an adaptive culture for making change.

In small teams (six members maximum), you will use Design Thinking principles to:

1. Create your transformation purpose.
2. Bring to light human needs connected to the different areas of the value creation process and define your digital transformation challenge.
3. Develop, in a Design Thinking mode, example compass solutions that have the power to unleash cultural change.



Block 2:

DIGITAL ACCELERATORS

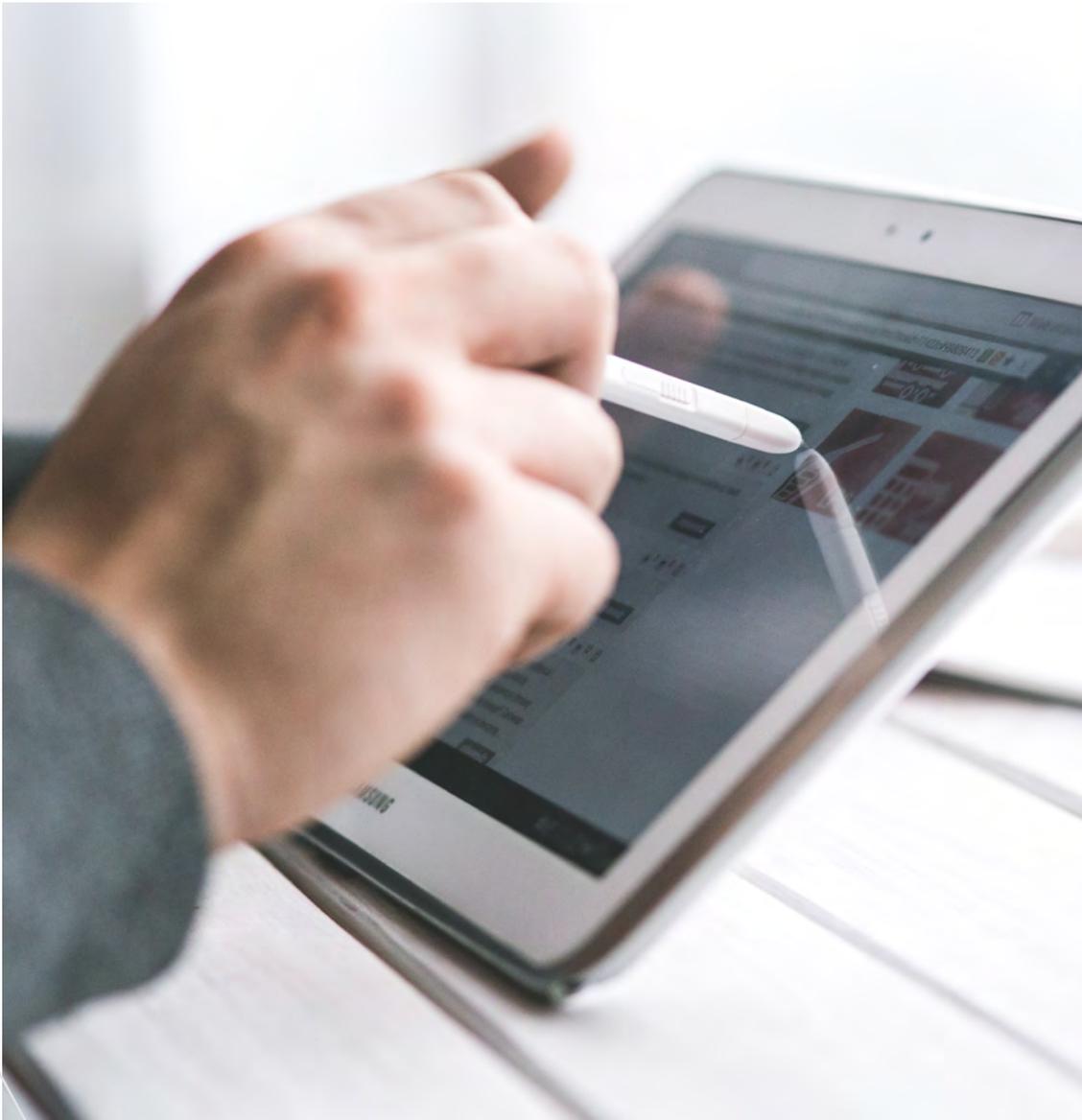
Hasso Plattner Institute, Potsdam (Germany)

3 Day Digital Technology and Innovation Workshop

MINING UNTAPPED DIGITAL ACCELERATORS AND SCALING RESOURCES

In the second Block, you will focus on the pragmatic and strategic legitimization of Digital Transformation. You will discover how digital technology can magnify and scale solutions and how culture can act as a guiding force for creating a digital vision.

- HPI scientists and digital practitioners will provide you with knowledge about principles, application fields and the potential of the digital tech fields of BIG DATA, SMARTER WORLD and KNOWLEDGE ENTERPRISE.
- In your teams, you will match digital technology principles with your compass solutions to craft human centered digital compass solutions.
- These results will serve as your personal reflection- and learning-reference for Block 3, in which you will experience the full potential of entrepreneurial business value creation.



Block 3:

ENTREPRENEURIAL VALUE CREATION

Stanford University, California (USA)

4 Day Session: Business Transformation Lectures, On-Site-Visits Silicon Valley, Exercises, Reflections



5 6 7

MASTERING ENTREPRENEURIAL VALUE CREATION PRINCIPLES AND STRATEGIES

In Block 3 you will enrich your hands-on training and knowledge gathering experience with a full immersion into entrepreneurial mindset in Stanford University and Silicon Valley. You will leave with new knowledge, myriad examples, strategies and success principles as inspiration and foundation for creating business value with Digital Transformation.

- Stanford scientists, book-authors and leaders from tech companies will share their insights and behind-the-scenes experiences.
- Strategies and daily work culture of startups, venture capital 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.

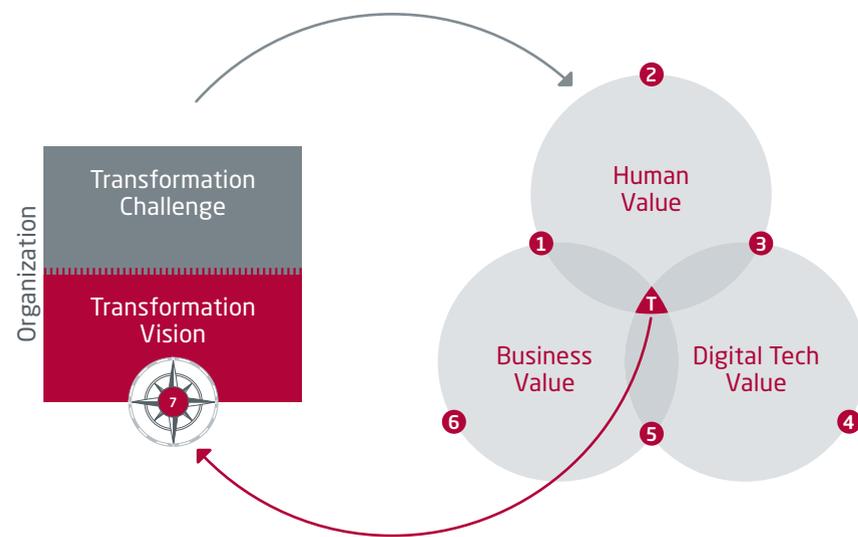
ONLINE SUPPORT

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 master's degree programs in "Digital Health" and "Data Engineering" 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, more than 500 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 thirteen professors and over 50 guest professors and lecturers. HPI conducts research noted for its high standard of excellence in its IT topic areas. In addition, HPI concentrates on the development and research of user-oriented innovations for all areas of life.



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, a part of The Office of the Vice Provost for Teaching 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 – 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.

CONTACT & APPLICATION

*For registration and individual consultation
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