



Centre for Organization Development

Educate | Evolve | Empower



Online Training Program on
Digital Transformation for Emerging Businesses
(August 24-27, 2020)

Program Director: PVS Prakasam



PERSPECTIVE

Every business, public or private sector, small / medium / large enterprise is exposed to Digital tsunami that is taking place around us. To remain relevant and to meet the demands of the customers and business, an organization has to reinvent itself which requires a complete transformation to be put in place. Digital Transformation is a leadership and strategic initiative that has to be driven by the leadership team with an overall organization reach and has to be dealt with in a manner that gains acceptance of all the stake-holders. This program is accordingly designed to impart the steps involved in taking up Digital Transformation in an organization context for the participants to have a better appreciation of the approach and tools.

OBJECTIVES

To discuss the transformation process in Digital business environment and strategic approach to be taken-up for successful implementation of Digital transformation process. Also introduce enabling elements like Artificial Intelligence (AI) / Machine Learning (ML) and Data Science.

CONTENTS

- Context of Digital Transformation
- Strategic Approach to undertaking Digital Transformation
- Innovation Principles and institutionalizing innovation
- Steps and Elements of Digital Transformation
- Application of Artificial Intelligence / Machine Learning / Data Science
- People transformation (competencies / skills / expectations, tracking)
- Risk and mitigation

METHODOLOGY

The theme of the Programme will be dealt in a virtual, live and interactive classroom mode with an appropriate blend of lectures, discussions, exercises and group work.

WHO SHOULD ATTEND

Members of the leadership team, Chief Growth Officers and Functional Heads who will have a role in steering this in their organizations are expected to gain from this program.

Duration	Date	Time	Classes
Four Days	August 24-27, 2020	10.00 AM – 03.30 PM	Three Classes Per Day

FEE

The Programme fee is Rs.15,500/- + GST. The payment of fee may be made either by electronic transfer or crossed cheque/DD in favour of 'Centre for Organization Development' payable at Hyderabad

HOW TO ENROL

You may send nominations by mail on codhpo@codhyd.org / info@codhyd.org

CERTIFICATE OF PARTICIPATION

Online Certificate will be issued to all the participants.

PROGRAM DIRECTOR

Prof. P.V.S. Prakasam, Professor – Strategy and General Management, Centre for Organization Development, has been associated with various organizations in the design and implementation of end-to-end HR solutions, performance improvement and growth strategies and has worked on necessary frameworks required for long term sustained growth, manage performance of people and processes. For over 25 years, he has been consulting with private and public sector organizations in the areas of business transformation, people process and change management. His clientele includes business houses like Ramoji Group, TVS, APPM, Alstom, Eicher, public enterprises like GIC, GIPSA, Kochi Refineries, CPCL, MRPL, Govt. of Assam, NMDC and Institutions like GTZ & DFID and Central & State Governments. Prakasam is a B.Tech (Civil), PGDIE (NPC), AICMA. He had a long stint with National Productivity Council, Delhi in its Indo-German project on Performance and Process Benchmarking, TQM and formerly Director in A.F. Ferguson & Co., (A Deloitte member firm) in India.



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PO Cyberabad, Madhapur, Hyderabad 500081

Phone: +91 9347003017 Fax: +91 40 66668177

Email: info@codhyd.org / codhpo@codhyd.org