



Centre for Organization Development
Consulting • Training • Research

presents

Program on Managing Digital Transformation



COD campus
Hyderabad



August 26-28, 2024

Program Director
PVS Prakasam

Focus

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.

Objective

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.

Content

- ❑ 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

Who can Participate?

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.

Methodology

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

Duration

The Program starts at 9.30 AM on 26th August, and concludes on 28th August 2024 at 5.15 PM. The participants are expected to arrive in Hyderabad a day before commencement and may leave after the conclusion of the program or in the morning of the following day.

Venue

The program will be held at the Centre for Organization Development, Madhapur, Hyderabad. It is fully residential and the participants will be accommodated in single air-conditioned rooms at its campus.



Program Fee

The program fee is Rs.24,000/- + GST. The fee includes tuition, board and lodging, courseware and other facilities of the Centre like internet usage, well equipped gym etc. Local participants, not availing hostel accommodation, will be given a discount of Rs. 1,000/- per day for the duration of the program.

Last Date for Nominations

Friday, July 26, 2024

Certificate of Participation

The Centre issues a Certificate of Participation on conclusion of the Program.

COD Alumni Association

Participants of the Program will become members of COD Alumni Association.



Prof. P V S Prakasam

Professor- Strategy and General Management

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.

About COD

Established in 1980, with the sole objective of disseminating knowledge in organization development and change management. The Centre for Organization Development (COD), is a not-for-profit management consulting, training and research organization, set up with the active involvement of public and private sector participation. COD over a period of four decades consulted over 500 Business Organizations.

COD does Consulting, Training and Research across the following four verticals of practice:

Service Offerings:

- Enterprise Growth & Scalability
- Leadership Development
- Change Management & Transformation
- Strategic Human Capital Management

CONTACT

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Program on **Managing Digital Transformation** (August 26-28, 2024)

Nomination Details

Name of the Organization: _____

Name of the Sponsoring Authority: _____

Address: _____

Mobile: _____ Email: _____

Nominee's Details:

S. No.	Name of the Participant	Age	Designation	Mobile & Email ID

REGISTRATION FEE PER NOMINATION

Rs.24,000/- plus 18% GST for residential participant

Rs.21,000/- plus 18% GST for non-residential participant

Group participation (3 or more) and member organizations of COD will get 10% off on the course fee.

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.

Signature: