The Evolution of Digital Transformation, Business Model Innovation and Platform Ecosystems

Every Organization is undergoing some sort of Digital Transformation, driven in large part by evolving employee and customer needs. Companies across different industries are increasingly becoming technology innovators, infusing Artificial Intelligence and Machine Learning into products, services and transforming digitally to stay competitive. For the first time, Organizations have 5 generations of employees in the workplace at the same time. We are living through a time of rapid change, and the rate at which change is happening continues to accelerate.

Business, society, and the ways in which people relate to and are shaped by technology are evolving at an exponential rate. It’s a time of enormous opportunity, rich with possibilities to engage and collaborate in new ways. Innovative companies across the world are transforming rapidly, evolving business models and finding new ways to create value for customers. It’s also an anxious time, as Organizations large and small, struggle to spot new and radical ideas quickly, unable to transform fast enough to develop their potential.

In practice, end-to-end customer experience optimization, operational flexibility and innovation are key drivers and goals of Digital Transformation, along with the development of new revenue sources and information-powered ecosystems of value, leading to Business Model transformations and new forms of digital processes.

Business Model Innovations create competitive advantages by enabling a more comprehensive differentiation and greater influence on a company’s sales and costs than product or process innovations. New models often provide innovations across purchasing, marketing and sales channels which deliver greater customer value, attract new customer groups or generate additional revenue.

Digital Platforms are creating vast ecosystems which are rapidly becoming embedded in the fabric of our everyday lives. Platforms use technology to connect people, organizations and resources in an interactive ecosystem in which vast amounts of value can be created and exchanged. Major organizations across every industry segment are being impacted by digital platform ecosystems, many are transforming into Platform Businesses.

Digital Transformation facilitates the evolution of Business Models and the creation of Platform Ecosystems. These factors are the key drivers for innovation and growth in Organizations across different industry segments. Companies are increasingly innovating and transforming using Digital Technology. Existing Business Models are evolving, and new ones being created.

This Course challenges aspiring Business Leaders to think differently about these focus areas. We will examine how companies are employing Digital Transformation Strategies, Platform Ecosystems & elements of Business Model Innovation, to grow and thrive in the 21st century.