

Digital Leadership Programme

- CMI Level 7



CMI Awards

FINALIST

Outstanding Training
Provider of the Year 2022



Digital Leadership Programme

- CMI Level 7

Duration

Three teaching days

Validating Body

CMI



Overview

Our Digital Leadership Programme - CMI Level 7 is designed to help current and future leaders adapt to the challenges of a fast-paced digital environment. It will equip leaders with the skills needed to lead themselves, then translate that knowledge into leading others and forming effective team collaboration.

For organisations to successfully undergo digital transformation, it is important that the leadership team have the skills and confidence to make the right decisions.

Digital transformation and staying relevant in a digital world are the most significant challenges facing organisations today. The Digital Leadership Programme will provide the tools, concepts and perspectives required to help you develop strategic responses to new digital opportunities and align your organisation to deliver strategies effectively.

Through attendance on this course you will become a digitally-informed and empowered leader and know how to prepare and help your organisation respond more effectively to technologically-driven change.

Who is this course for

This training programme has been designed for those with a minimum of three years senior management experience including senior executives, managers, business owners, board members, CEOs and trustees.

Benefits

This course is for you if you want to:

- Understand the opportunities and threats presented by digital disruption
- Understand current trends and emerging themes
- Develop a digital action plan to implement in your business
- Learn how to develop and implement a digital transformation project
- Become a future digital leader

Learning Outcomes

On completion of this programme, delegates will:

- Understand how to create and communicate a compelling digital vision
- Understanding digital disruption drivers
- Discover how to align and influence stakeholders
- Explore and understand the different kinds of innovation possible for your business
- Understand how to manage developing a digital culture across your organisation
- Understand how to accelerate change through agile methods and taking an iterative approach
- Understand how to lead cultural change within your organisation and bring people on board
- Discover why transformations fail (and how to ensure their success).
- Creating your digital transformation roadmap
- Gain an understanding why digital change is different to traditional change
- Explore different models to help your transformation to succeed
- Come away from the programme with a suite of tools and exercises to take back to your team to explore collaboration, co-creation, innovation, reduce risks, build teamwork and create more robust outcomes.

Qualification

The CMI Level 7 Award in Strategic Management and Leadership

Assessment

The CMI Level 7 Award in Strategic Management and Leadership is designed for directors and senior managers who have the authority and personal inspiration to translate organisational strategy into effective performance.

This qualification requires senior and aspiring senior leaders to build on their skills in strategic management and leadership and to focus on the requirements of inter-organisational strategy. You will be required to take the theory, thought leadership and research discussed on the programme and implement it in your professional life by focusing on your own leadership development, and positively challenging organisational strategy.

Participants will be required to complete one 3,000 – 4,000-word written assignment that requires taught theory to be applied to the strategic organisational context:

- Unit 705: Leading Strategic Change

Support

As part of your course fee, you are given unlimited access to post-classroom tutorials. These are organised monthly and run by CMI-qualified tutors to help guide learners through the assignment writing phase.

2022 Finalist for Outstanding Training Provider

In 2022 we were shortlisted for the Outstanding Training Provider of the Year Award with Chartered Management Institute.

The CMI who celebrated its 75th year, recognised In Professional Development as a provider producing exceptional positive impact on the learner experience in the category of small business, as a result of its partnership with the Institute.

We are honoured to have been shortlisted for our work as a training provider so early in our short period of offering professional development programmes and privileged to continue delivering outstanding courses CMI accredited courses through our Non-HE Partner's relationship. Find out more about our shortlisting [here](#).



Agenda

Session One: Digital Transformation – Understanding the Digital Environment

Key themes include:

- Digital Transformation: What is it? Why does it matter? What does success look like?
- Digital transformation roadmap
- Disruption or transformation
- Emerging technologies
- Gartner's hype cycle

Session Two: Digital Leadership – Becoming a Digital Leader

Key themes include:

- Understanding your own business readiness
- Creating a digitally-ready culture
- Barriers to change
- Influencing stakeholders and stakeholder engagement
- Areas ripe for transformation
- Collaborative working
- Getting buy-in across the organisation
- Building teams for transformation

Session Three: Digital Strategy and Implementation

Key themes include:

- Developing your digital transformation strategy
- Innovation and digitally-disruptive business models
- Challenging existing business models
- Planning your digital transformation
- Running a digital project
- Executing your transformation
- Tools and methodologies for implementing digital transformation
- Review and measuring results
- Build your action plan

Agenda

Next Steps:

CMI Level 7 Strategic Approaches to Equality Diversity and Inclusion
CMI Level 7 Strategic Decision Making for Leaders
CMI Level 7 Recruitment & Retention Strategy for Leaders
CMI Level 7 Leading Hybrid Teams
CMI Level 7 Strategic Wellbeing and Resilience
CMI Level 7 Senior Leadership Programme
AGILE Project Leadership Programme
Advanced Management and Leadership Programme
CMI Level 7 Coaching and Mentoring Programme

Tutors

Julie Hall

Julie Hall is a digital leadership and marketing consultant with over almost two decades' worth of experience.

She is an experienced trainer in marketing, digital leadership and transformation and has worked with the Ministry of Justice, Barclays, the Careers and Enterprise Company and Google.

She has trained and consulted with hundreds of organisations and individuals to support them with their digital projects. She is the Managing Director of Springmedia, a digital agency based in Surrey and the School of Marketing which mentors and supports businesses large and small with their digital marketing initiatives.

Julie believes that digital leadership is not just about technology, it is about working with your people, creating the right culture and developing mindsets across teams and people. It is collaborative, creative and about building capability during a time of uncertainty and change.

