Digital Transformation Fellows Executive Program

Accelerating Leadership in Digital Transformation and Innovation to Build Asia’s New Digital Economy

Program starts February 16, 2021
OVERVIEW

THE WORLD IS CHANGING

The effect of the digital economy in everyone’s lives is immense and it is no exception that Asia will be leading the way forward in this radical shift of technology that will disrupt existing business models, but will usher new unimaginable opportunities for those who can uncover these.

THE CALL TO ADAPT

A new breed of leaders is needed to navigate their teams and their organization towards this digital shift. In partnership with Embiggen Consulting, a pioneering international Innovation & Strategy Consulting firm, the Digital Transformation Fellows (DTF) program is a unique hyper accelerated cohort-based program that selects the most promising digital leaders that will help build Asia’s new digital economy and takes them into a 15-week journey of personal and professional transformation.

OUR SOLUTION

The program is designed to inspire and challenge the participant’s strategic foresight, ability to leverage new technologies, understand the implications of the changing landscape and build the leadership capabilities to cope with rapid shifts. This also happens while learning from a curated community of digital leaders. This program is the flagship foundational non-degree digital transformation program of the Asian Institute of Management and is the prerequisite to other programs that lead towards the post-graduate diploma for Digital transformation.

OUR OBJECTIVES

Through a series of master classes, academic lectures, collaborative group work and senior leadership fireside sessions from digital practitioners in both Asia and Silicon Valley, each participant will gain exposure and knowledge to be able to guide their organization towards their digital shift.

This program aims to...

1. **Deepen** the practical knowledge and understanding on best practices in the areas of digital innovation and transformation.

2. **Create** digital strategies to re-invent industries through collaborative group work.

3. **Expose** members to the digital tools and technology that affect the digital economy today such as Artificial Intelligence, Fintech, Cloud Computing and the Future of Work.
WHAT YOU WILL LEARN

BUILD
- Startup Mindsets
- Basics of Corporate Innovation and Intrapreneurship
- Digital Transformation Basics
- Introduction to Fintech
- Building a Data-Driven Organization

EXPAND
- Cultural Transformation
- Customer Experience and User Experience
- Corporate Venture Capital 101
- Pitching Digital Businesses

SUSTAIN
- Forming Long-term Digital Visions
- The Emerging Technologies that Matter Today
- Growth Marketing and Product Management
- Leading in the Future of Work and Remote Working
- Innovation Management

WHO SHOULD ATTEND

The program is recommended for managers, functional leaders, specialists, entrepreneurs, and family business owners that have built or entering the digital and technology space.

A typical participant has at least three to five years on leading teams or building digital products. They aspire to lead the digital teams in large organizations (such as the Chief Digital Officer, Chief Innovation officer, Chief Transformation Officer) or become a tech entrepreneur or venture capitalist in the future.

WHAT YOU WILL GAIN

A NEW WAY OF THINKING
Exposure to the Latest Knowledge and Thinking

A VARIETY OF OPPORTUNITIES
Exclusive Access to Opportunities as an Alumni

A PERSONALIZED EXPERIENCE
First-hand Experience in Digital Ecosystems

A RESOURCES PLATFORM
Leading Tools to Accelerate Digital Transformation in your Organization

A TRIP TO SILICON VALLEY
Exclusive access to learn from Silicon Valley Innovation and Digital Transformation Industry Leaders through Embiggen Consulting’s Expert Network

AN EXPERIENCED NETWORK
Be with a community of Trusted Networks of Digital Transformation Leaders
# PROGRAM TIMELINE

## PHASE 1
February - June 2021
**DIGITAL TRANSFORMATION FELLOWS EXECUTIVE PROGRAM**

## PHASE 2
June 2021
**SILICON VALLEY DIGITAL ECOSYSTEM IMMERSION TRIP**

## PHASE 3
July 2021
**DIGITAL INNOVATION STRATEGY CAPSTONE MENTORING**

## 15-WEEK PROGRAM STARTING
FEBRUARY 16, 2021 TO JUNE 3, 2021

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<th>TUESDAYS</th>
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<td>Embiggen consulting instructors</td>
<td>Global digital leaders fireside sessions</td>
<td>Asian Institute of Management Professors</td>
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### WEEK  THEME
01 **LONG TERM DIGITAL VISION**
02 **CULTURAL TRANSFORMATION**
03 **STARTUP MINDSET: The Secret of Founders**
04 **BASICS OF CORPORATE INNOVATION AND INTRAPRENEURSHIP**
05 **DIGITAL TRANSFORMATION BASICS: What does this mean?**
06 **DIGITAL MATURITY MODEL**
07 **CUSTOMER EXPERIENCE (CX) & USER EXPERIENCE (UX)**
VENTURE CAPITAL 101: How is venture funding different from any other funding?

HOW DO DIGITAL STARTUPS PITCH TO INVESTORS

THE TECHNOLOGIES THAT MATTER FOR DIGITAL TRANSFORMATION: AI, Data, Cloud, etc.

DEEP DIVE: Introduction to FIntech

GROWTH MARKETING 101, PRODUCT MANAGEMENT 101

LEADING THE FUTURE OF WORK AND REMOTE WORKING

BUILDING A DATA-DRIVEN ORGANIZATION

INNOVATION MANAGEMENT AND INNOVATION ACCOUNTING

PHASE 2
JULY 2021
DIGITAL ECOSYSTEM IMMERSION: SILICON VALLEY
All Involved and Interested AIM students, faculty, and associates

PROGRAM DETAILS

DURATION
February to July 2021

FORMAT
Delivered online via live virtual interactive sessions in Zoom

FEE
Php. 250,000.00 *Fee for Phase 1

To find out how you can participate, contact us at SEELL@aim.edu or visit go.aim.edu/seellinquiries
PROGRAM FACULTY

Dr. Tom Kosnik
Professor, Stanford & Harvard University
Board of Advisers, Embiggen Consulting

Alberto G. Mateo, Jr.
Clinical Professor, Finance and Leadership
Head, School of Executive Education and
Lifelong Learning Asian Institute
of Management

Earl Martin Valenica
Founding Board Member and Co-Founder;
Head of Executive Education and
Certification Embiggen Consulting

Rolan Marco Garcia
CEO & Co-Founder;
Head of Corporate Innovation &
Strategy Embiggen Consulting

Jose Decolongon
Head and Senior Consultant,
Futures Thinking and Strategic
Foresight Embiggen Consulting

Paul Pajo
Founding Board Member and
Co-Founder; Head of Digital
Transformation Solutions
Embiggen Consulting
FOR INQUIRIES:

School of Executive Education and Lifelong Learning,  
Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
SEELL@aim.edu or visit go.aim.edu/seellinquiries