

## Digital Transformation Fundamentals for Business

Digital Transformation Fundamentals for Business features more than 40 video-based courses across seven competency domains: Essentials of Digital Transformation, Data Science, Digital Experiences, Agility for Digital Transformation, Digital Marketing & Communications, Virtual Work and Digital Soft-skill Competencies.

Digital transformation is driving a convergence of business and management skills with traditional IT skills. This convergence is causing companies to rethink existing organizational structures, create new roles and recruit and develop new skillsets and competencies among their workforces.

### Helping Organizations Drive Digital Dexterity at Scale



## GOALS OF DIGITAL TRANSFORMATION COLLECTION

- **Understand the range of ways** that digital technologies can be leveraged internally to:
  - a. Increase innovation and streamline operations
  - b. Enhance communication and collaboration
  - c. Improve the performance of both individuals and teams
- **Become more knowledgeable** in aspects of new technologies, engineering, analytics, systems thinking, design thinking, agile, user experience, and emerging digital competencies.
- **Be “primed” to spot opportunities** for re-framing or extending traditional business models to include a stronger digital dimension.
- **Identify the competence-extending** potential of technological innovations and consider the revenue-generating possibilities of pursuing them.
- **Better understand where technology** provides the most value to the organizations and how to leverage it.

## UNIQUE ASPECTS OF THE COLLECTION

- Our Digital Transformation solution is **instructionally, functionally, and aesthetically** designed to support **accelerated learning** of digital transformation concepts for the **modern learner**.
- **Innovative Content Treatments:** The new video-based courses leverage our **high-motion iconography** content treatment. They have a **modern** and **innovative** look and feel. The courses incorporate instructional design elements based on the **latest research from the brain science** in how adults best learn and retain knowledge.
- **All the courses are micro-learning** in nature to facilitate effective recall.
- **Multiple learning modalities**, including courses, books, audio books and more. The total collection includes **hundreds of high-impact learning assets**.

## CONTACT US:



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## FEATURES

Over 40 impactful, highly engaging video-based courses

A carefully curated array of books, audio books and thought leadership assets extend the learning opportunities

Hundreds of high-impact learning assets

Micro-learning content to facilitate spacing and effective recall

Innovative, modern content treatment

Assessment and on-the-job application assets

## BENEFITS

Instructionally, functionally, and aesthetically designed to support accelerated learning of digital transformation concepts for the modern learner.

Courses incorporate instructional design elements based on the latest research from brain science for optimal retention and application of the content.

Competencies covered in the collection accelerate the development of digital intelligence and digital dexterity across the workforce – cost effectively, at scale.