

Digital Transformation: 10 Key Essentials for your Board

You don't need to change your board,
but your board must be aware about
Digital Key Essentials

*Spend half a day with your board getting fit
on Digital Key Essentials for boards*



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- Raise the awareness about potential impact of digital technologies on your company's performance.
- Understand the new competitive dynamics disrupting your industry.
- Identify the new competencies and behaviors needed to lead successfully in a digital age.
- Be prepared to advice and support your management on digital transformation.



- Launching (shareholder) value generation and avoiding most common errors.
- How to get boards to become more digital savvy?
- The Digital Transformation board agenda.



- Digital components of the corporate strategy.
- Supporting and challenging your management on their digital journey.
- Digital Governance and digital capability building.



- Protecting the company from adverse effects of digitization:
 - Cyber-Security threats
 - Disruption risks



- The role of Corporate Culture in Digital.
- The quest of agility.

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Content & topics

1. Impact of the Digital Business Transformation on revenue generation, profitability and market valuation.
 2. Key aspects for value creation in B2C and/or B2B: Cost value – Experience value – Platform value – EcoSystems.
 3. Often observed errors occurred while driving digital business transformation. Main mistakes to avoid.
 4. Handling digital innovation and related risks from the board's perspective.
 5. How to get boards to become more digital savvy? Things that work and things that don't.
 6. The digital transformation board agenda: Strategy – Oversight – Defence activities.
 7. Art. OR 716a & Cybersecurity: – Five essentials the board needs to know.
– Five questions for your management team.
 8. Digital Governance: – How to organise for Digital Business Transformation?
– How to get required skills and resources?
 9. Culture eats strategy for breakfast ... but there's still no free lunch!
 10. How to support Digital Business Agility from the board perspective.
- Summing up, Q&A

Senior Digital CYLAD Experts share their know-how and their proven digital business experience in a private, level-oriented tutorial session with your board. Company-specific topics may be covered upon request.

Coordination for CYLAD Experts by Niklaus Blaser, Partner: El. Eng. FH, EMBA and Digital Excellence Diploma IMD, VR-CAS HSG, CAS Innovation Management plus 30 years of business experience
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