

PROFESSIONAL CERTIFICATE IN

MASTERING A HOLISTIC APPROACH IN DIGITAL TRANSFORMATION

A new and breakthrough
approach to business transformation

What makes this programme unique?

MOST DIGITAL TRANSFORMATIONS FAIL

Digital transformations have a very high failure rate of 70% to 95%. One key reason for the high transformation failure is the absence of a holistic approach to planning and execution of the four interlinked dimensions of Customers, Business, Capabilities and Leadership. Leaders often rush into their transformation initiatives by going technology-first, with different groups often executing their strategy in silos.

In addition, most digital transformation programmes focus on why you should digitalise and what you must do when digitalising, but almost none focus on how you should go about your transformation, until now.



A NEW AND BREAKTHROUGH APPROACH

THIS PROFESSIONAL CERTIFICATE IS A UNIQUE COMBINATION OF RELEVANT THEORY AND PRACTICAL INSIGHTS THAT DIFFERENTIATES IT FROM OTHER DIGITAL TRANSFORMATION PROGRAMMES.



Provides an umbrella method that unifies existing practices (e.g., Design thinking, Agile, Business Model Canvas, etc.) into a holistic approach for C-suite Leaders.



Creates a common language and culture that breaks down organisational silos.



Focuses on “How you should transform” vs just Why and What.



Avoids a lopsided technology and solution focus that plagues other programmes.



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"You can't transform a business using digital alone; it's really business transformation, leveraging people, process, technology and so much more."

”

**Dr Dennis Khoo,
author of The alIDigitalFuture Playbook**

WHY SHOULD YOU ATTEND?

DIGITAL IS AN ENABLER NOT A DRIVER

As a senior leader, you recognise how essential digital transformation is to your organisation. Yet, you are concerned, as you know the journey is complex and success rates are very low. Your concerns are justified as digital isn't a driver of change, it's an enabler. Too often, there is an outsized focus on technology or digital at the expense of other key factors of change, like customer pain points, how to scale or become profitable, leverage new ways of working, people, process, and many more.

Thus, to succeed in business transformation, you need an approach that focuses on customers, business, capabilities and people and leadership, and how these key dimensions interact with each other. Organisations that adopt this new approach, achieve better and more successful outcomes. That's why adopting a different approach to digital transformation is crucial for your success.



INTRODUCING

THE allDigitalFuture PLAYBOOK

The **Professional Certificate in Mastering a Holistic Approach in Digital Transformation** is based on the allDigitalFuture Playbook (taP), a holistic approach, which incorporates 4 dimensions and 19 elements which are vital for transformation success. Unlike most other programmes, taP incorporates systems thinking to overcome complexity, desirable, viable and feasible hurdles to separate ideas from innovation.

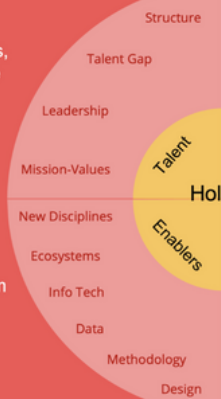
People & Leadership

Your purpose, vision, values, leaders, talent and structure needed to execute well.

Feasibility

Execute the simplest solution to solve the problem "fully" and mitigate the key risks.

Capabilities



Customers

Great Insights and Processes drive Great Experience.

Desirability

Viability

Change one & you change all.
Tradeoffs are essential.

Business

Think of taP as a map of all the considerations you need to think through and address before you embark on your transformation implementation.

The taP approach integrates everything you need to know into one comprehensive yet concise method, saving you time and money.

“

Dr Dennis Khoo and Jung Kiu Choi have created a new holistic approach, the allDigitalFuture Playbook or taP, to solve some of the most difficult issues facing companies tackling complex digital transformation initiatives. The playbook takes a very practical approach by sequencing the many tasks that need to be completed, understanding the complex interactions, making the necessary prioritisation and trade-offs, etc.

What resonated the most with me as I experienced taP in action is that it can serve as a great collaboration platform between business and technology. By using the taP framework the business and technology teams solve business problems and build digital products together. This ultimately ensures the best outcome for the customers.

I congratulate Dennis and Jung Kiu on their phenomenal work. taP fills a much-needed gap that will be widely welcomed by senior executives across many industries.

Eduard Fabian, CIO Asia-Pacific, Chubb

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WHO SHOULD APPLY?

THE **PROFESSIONAL CERTIFICATE IN MASTERING A HOLISTIC APPROACH IN DIGITAL TRANSFORMATION** IS DESIGNED FOR MID-LEVEL TO SENIOR EXECUTIVES TASKED WITH TRANSFORMING THEIR BUSINESSES.

You are a CXO or senior executive looking to drive innovation or understand how to lead a digital transformation. Or, you are a high potential or mid-level executive looking for transformation opportunities.

You have an initial idea or problem statement you would like to evolve.

Our **Professional Certificate** leverages the taP methodology to evolve your use-case containing actual issues and problems within the boundaries of confidentiality.

WHAT WILL YOU LEARN?

AT THE END OF THE PROGRAMME, YOU WILL BE ABLE TO:

MASTER	DEPLOY	APPLY
The basic knowledge needed to pose the right questions to your teams to cut through the complexity, organisation-wide.	A structured and holistic framework to successfully meet the challenges of disruption, no matter the industry or complexity encountered in your transformation journey.	Best practices from successful transformations to manage the changes needed for sustainable transformation.

PROGRAMME HIGHLIGHTS

1 A Holistic Approach to Transformation and Innovation in a Complex World

412 pages of transformation content in full colour with 60 hands-on exercises to facilitate action learning. The Professional Certificate in Mastering a Holistic Approach in Digital Transformation is taught and facilitated by the authors of taP.



2 The Driving Digital Transformation: Lessons from Building the First ASEAN Digital Bank

Learn from one of the most comprehensive accounts of how to design and execute a complex digital transformation programme.



3 Action-based learning through the use of a given case as your capstone project

Progress your use-case problem statement with the taP approach to discover what you do not yet know. For groups of three or more from the same company, it's possible to submit your company's specific use-case.

4 Based on actual case studies (for example, TMRW by UOB, K-Pop, Samsung, LG, Hyundai and many more), and taught by senior practitioners that have implemented complex transformations. Cases covered depends on participants background as well as the pace and interactivity of the class.

Theory can only get you so far. The best is to combine a solid approach like taP, with senior practitioners who successfully designed and implemented real-world transformation programmes.

5 Admission into taP support forum

Tap on the NUS Mastering a Holistic Approach in Digital Transformation alumni's collective experience and knowledge pool to discuss your transformation design and implementation questions and issues.



TAUGHT BY SEASONED PRACTITIONERS

WHO WILL YOU LEARN FROM?

Designed for leaders, by leaders, the **Professional Certificate in Mastering a Holistic Approach in Digital Transformation** leverages a new and breakthrough method to equip executives with a clear and structured step-by-step approach that allows them to execute their organisations' transformation efforts with higher success and superior replicability.

The Professional Certificate is facilitated and taught by seasoned senior executive practitioners who have led complex business transformations. It leverages case studies of real implementations such as TMRW by UOB, K-POP, Samsung, LG Styler, Hyundai, etc., with more than 60 hands-on exercises to choose from, to ensure action learning.

PROGRAMME DIRECTOR



DR DENNIS KHOO

Managing Partner,
All Digital Future LLP
Author of Driving Digital
Transformation & The
allDigitalFuture Playbook

Dennis is an accomplished digital transformation expert and speaker in innovation and leadership.

Dennis has 32 years of industry experience in IT and financial services. He has led complex billiondollar businesses as Head of Consumer Banking for Standard Chartered and UOB. He also received a PhD in international business from the University of Western Australia.

A digital bank pioneer in ASEAN, Dennis was global head of TMRW Digital Group (UOB's Millennial digital bank), where he was responsible for the design, strategy, growth and delivery of the TMRW Digital Bank, which was successfully launched in Thailand and Indonesia.

ALTERNATE PROGRAMME DIRECTOR



CHOI JUNG KIU

Managing Director and
Partner,
Boston Consulting Group
Author of The allDigitalFuture
Playbook

Jung Kiu is widely recognised as a digital business leader, author and speaker in innovation, digital transformation and leadership with 30+ years of proven track record in consulting, banking and digital business leadership. His track record includes 20+ years in management consulting at McKinsey & Company, AT Kearney and BCG mainly focusing on strategy and digital transformations and 7 years as Global CSO and COO Retail Banking & Head of China Consumer Banking in Standard Chartered Bank.

FACULTY MEMBER



TIMOTHY HOO

Designer and Lecturer

Tim is a Part-time Lecturer at the Division of Industrial Design, College of Design & Engineering at NUS, and currently leads Design Exchange, an award-winning multidiscipline design agency in Singapore as Principal Designer. He has over 20 years of consulting experience in the domains of Industrial Design, UX and UI serving customers across diverse industries.



PROGRAMME STRUCTURE

The Professional Certificate in Mastering a Holistic Approach in Digital Transformation comprises three courses. These are:

- Digital Transformation – Customer Value and Business Model
- Digital Transformation – Enablers, Talent and Leadership
- Digital Transformation – A Holistic Approach

COURSE / DATE	SHORT COURSE / PROFESSIONAL CERTIFICATE	FULL FEES BEFORE FUNDING AND GST *
Course 1 29 to 31 Jan 2024	Digital Transformation – Customer Value and Business Model	\$3150
Course 2 27 to 29 Feb 2024	Digital Transformation – Enablers, Talent and Leadership	\$3150
Course 3 1 Mar 2024	Digital Transformation – A Holistic Approach	\$1200
Courses 1 + 2 + 3	Professional Certificate in Mastering a Holistic Approach in Digital Transformation	\$7500

Total Nett Programme Fee Payable, including 8% GST, after additional funding from various funding schemes.

SINGAPORE CITIZENS		SINGAPORE PRS	ENHANCED TRAINING SUPPORT FOR SMES	INTERNATIONAL PARTICIPANTS
39 years or younger	40 years or older			
\$2430	\$930	\$2430	\$930	\$8100

* GST will be increased to 9% in 2024. Courses purchased in 2023 will not be affected by the GST hike. For more information on the GST change, please visit [here](#).

Apply for the programme here

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