LEADING DIGITAL TRANSFORMATION

Course Brochure

EMC

ENGINEERING
W Booth School of Engineering Practice and Technology

McMaster University

www.mccmcmaster.ca/ldt

Overview

A McMaster University | Excellence In Manufacturing Consoritum Professional Micro-Credential Certificate Course

🗓 19 June 2023 | One Day | Live | Virtual

Focused on enabling leaders to execute a digital transformation strategy within their own business units.

A joint training initiative between McMaster University and the Excellence in Manufacturing Consortium - the Leading Digital Transformation (LDT) course uses an industry-led approach bringing together senior business leaders to share best practices, lessons learned, tools & techniques. Participants will gain insight into the challenges, opportunities & benefits of business unit digital transformation, focusing on leadership & execution. They will also understand the importance of defining the critical current state of operations, benchmarking & gap analysis, design thinking approaches, and managing supplier-driven digital transformation.

This course is designed for leaders within manufacturing seeking to lead and or support business unit digital transformation initiatives.

Learning Objectives

- Understand Canada's current and future positioning as a value add/productive nation.
- Understand how to lead defining critical current state requirements, capturing disruption sensitivity, and identifying key drivers, owners and sponsors while maintaining action urgency.
- Learn best practices when benchmarking & conducting a gap analysis - the shortfalls of digital twin strategies, defining current process threats, and achieving year one ROI, when evaluating the current state vs best in class.
- Develop insight on using a design thinking methodology to lead DT opportunity discovery and stakeholder alignment while achieving short-term wins and year-one milestones.
- Learn DT leadership implementation strategies, including defining realistic objectives, team alignment, developing robust communication plans, and utilizing phased implementation approaches.
- Learn from industry leaders about the challenges, opportunities and pitfalls of leading Digital Transformation.

Panellists & Speakers

Learn directly from over seven senior industry leaders on the Leading Digital Transformation Course. You will learn firsthand insights to lead Digital Transformation (DT) initiatives, focused on enabling year-one milestones and ROI. Please check the course website for a complete list of speakers.

Dave Hyem
Vice President
Boeing

Bill Mateer
Senior Executive
General Electric

Nilufer Erdebil
Award-winning TEDx and TEC speaker, Design Thinking & Innovation Consultant & CEO
Spring 2 Innovation

Marcin Huniewicz
Plant Manager
Pratt & Whitney Canada

Stephen Friedenthal
Lead IOT Solutions Architect
Cisco

Live Online Teaching

Real-time interactive conference-style education brought to you anywhere.

Skilled Instructors & Industry Experts

Hear from academic instructors and experienced industry experts across disciplines.

Earn a McMaster Certificate

Walk away with a McMaster Certificate and practical skills to lead high-performance teams.

Networking

Grow your professional network by connecting with like-minded business leaders across multiple industries.

AM

8:30am - 12:00pm Est

- Understand the opportunities, challenges and pitfalls of leading digital transformation strategies and productivity challenges prevalent in Canada.
- Learn best practices for leading and defining critical and current state requirements.
- Learn best practices when benchmarking & conducting a gap analysis.

PM

1:00pm - 5:00pm Est

- Gain insight into utilizing a Design Thinking approach and tools to lead DT discovery, alignment and achieving year-one ROI.
- Learn best practices in leading DT implementation strategies, including goal setting, team alignment, phased implementation and robust communication approaches.
- Learn DT leadership lessons directly from industry leaders across a panellist discussion.

Who Should Attend

- Manufacturing Leaders
- Team Leaders, Managers, Supervisors, Directors, Senior Leaders
- Digital Transformation Project Managers
- Change Agents
- Graduate Students / Undergraduate Students

Admission Details

Participants should have relevant work or training experience or education in their industry field; a college or university education is an asset but not required.

Tuition/ Fees

Please note costs noted below are in CAD dollars, and do not include the 13% HST - Harmonized Sales Tax charged for Canadian Applicants.

Southern Ontario Aerospace Subsidy Initiative

We would like to acknowledge the Government of Canada's support through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) for the Aerospace Regional Recovery Initiative (ARRI). The ARRI project has enabled a 90% subsidy cost reduction opportunity for members who work in or support the Southern Ontario Aerospace sector.

Regular Cost	$750 CAD
EMC Member Cost	$500 CAD
Qualifying Association Members	$550 CAD
McMaster Staff & Alumni	$550 CAD
Southern Ontario Aerospace Subsidy Cost	$75 CAD

Registration & Course Dates

New applicants can view & register for upcoming courses at **www.mccmcmaster.ca/ldt**

Take The Next Step

Ready to enroll?
Do you have questions about the McMaster certificate course?
Our team is here to help.

- Determine if this program is right for you or your organization
- Learn more about McMaster's certificate programs

Program Lead

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