

# WINNING DIGITAL TRANSITION IN THE POST COVID19 DECADE

Best Practices, Tactics and  
Strategies in Corporate Innovation  
and Digital Transition

Training Program

Online by Video Conferencing

SAVE THE DATE

November  
5<sup>th</sup> & 6<sup>th</sup>



INFO

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## TARGET GROUP

Key Segments (Retail, SME, Premium)

Digital Channels

IT

Marketing and Product Development

Communication

Human Resources



ADVANCED TRAINING

# WINNING DIGITAL TRANSITION IN THE POST COVID19 DECADE

## Training Program



### TRAINER: Mr David Gyori

Founding Member of the World FinTech Association (Seoul); CEO of Banking Reports Limited (London); International Resource Director of The Asian Banker Group (Singapore); Member of the Panel of Judges of the 'International Excellence in Retail Financial Services Program', as well as Member of the Panel of Judges of the 'Financial Technology Innovation Awards Program' (Singapore).

**COURSE FEE:** APB member: 261€ / Non-members: 300€



ADVANCED TRAINING

November 5<sup>th</sup> & 6<sup>th</sup> – 9H30/12H30

**PROGRAM**

Day 1: WINNING INNOVATION STRATEGY	Day 2: IMPLEMENTATION AND TRANSITION
<p><b>1. The Strategic Challenge: DIGITAL AND PHYSICAL</b></p> <ul style="list-style-type: none"> <li>The DIGITAL Revolution: ICT as a GPT (General Purpose Technology), 30 Key Emerging Areas of Technology</li> <li>Digital Convergence: Industries Melting Together, Smartphone Tool of Digital Aggregation</li> <li>Theory of Transition: The Corporate Innovation Paradox, The Red Queen Effect (Evolutionary Biology in Innovation), Moore's Law and Metcalfe's Law, Information Cascades</li> </ul>	<p><b>5. Baby Boomers, Gen X, Millennials, GEN Z: THE DIGITAL SKILLS GAP</b></p> <ul style="list-style-type: none"> <li>Culture: Culture Eats Strategy for Breakfast, Innovation Risks in Practice</li> <li>Organizational Structure: Bionic and Phygital run by Millennials</li> <li>Millennial Employees: Crowdsourcing, Digital Participative Benefits, Millennials in the Boardroom, 'The Twitter Management Style'</li> <li>GEN Z: Instant Generation, P2P Generation, Sharing Generation, UX</li> <li>Selling Digital to Boomers: Digital Modesty, Innovation Communication</li> <li>Case Study: 'Social Sharing' vs 'Privacy' in GEN Z and Beyond</li> </ul>
<p><b>2. Primary INNOVATION STRATEGIES: WINNING DIGITAL</b></p> <ul style="list-style-type: none"> <li>Three Key Forms of Corporate Innovation: Efficiency Innovation, Sustainability Innovation, Disruptive Innovation</li> <li>The Seven Characteristics of Disruptive Innovation: Quality, Price, Demographics, Business Model, Middle, Defence, Time</li> <li>The Christensen Strategy: Systematic Allocation of Resources</li> <li>The Ambidextrous Organization Strategy: Profit and Growth</li> <li>The Toyota Strategy: Dual Roles, Innovation Super Committee</li> </ul>	<p><b>6. Primary Innovation Tactics: BIONIC IN PRACTICE</b></p> <ul style="list-style-type: none"> <li>CVC: Corporate Venture Capital and the legend of 'The Triple Bottom-line'</li> <li>Innovation Labs: Co-Labs, Research Labs, Showcase Labs, Best Labs</li> <li>Acceleration, Incubation: The 'RAI' Methodology, Corporate R&amp;D</li> <li>Intrapreneurship vs Acquire: From Google to Barclays Bank</li> <li>New Positions: Design, CX, FinTech, Open Innovation,</li> <li>Platformification: Data Synergies, Cross Financing, Simplicity in Action</li> <li>Case Study: Challenger Banks in the UK</li> </ul>
<p><b>3. Secondary INNOVATION STRATEGIES: SCOUTING</b></p> <ul style="list-style-type: none"> <li>TRIZ Strategy: The 42 Key Characteristics of Innovation</li> <li>Three Horizons Strategy: H1, H2, H3 -&gt; Linking HR and Strategy</li> <li>Govindarajan's Three Box Strategy: Turning Legacy into Lead</li> <li>Ecosystem Strategy: APIs, Data Synergy, Big Data in Practice</li> <li>Inside-Out vs Outside-In Innovation: BBVA vs Santander</li> <li>Case Studies: Google, Alibaba, Ping An</li> </ul>	<p><b>7. Secondary Innovation Tactics: COOPETITION IN ACTION</b></p> <ul style="list-style-type: none"> <li>Hyperpersonalization: Turning Data into Design, Geolocational Targeting</li> <li>The Channel Tactics: The 5 Phases of Channel Transition, Alexa, Siri and Voice Transition, Intelligent Chat Robots, From Voice to Smart Home</li> <li>Overview of 10 SHORT TERM Emerging Technologies: 5G, AR, VR, BIOMETRICS, WEARABLES, BIG DATA, AI, NN, ML, DL</li> <li>Overview of 10 LONG TERM Emerging Technologies: HAPTICS, DLT, QUANTUM COMPUTING, TRANSHUMANISM, CYBORGS, AGI, DNA BIOMETRICS, SMART LENSES, SMART CONTRACTS, MACHINE ASSETS</li> </ul>
<p><b>4. The 7 Deadly Innovation-Strategy Mistakes to Avoid: BE AGILE</b></p> <ul style="list-style-type: none"> <li>L'Art Pour L'Art Innovation: Qualitative vs Quantitative Innovation</li> <li>The NOKIA Trap: The Deadly Power of Digital Convergence</li> <li>The KODAK Trap: Culture Eats Strategy for Breakfast</li> <li>Competitive Arrogance: Incumbents vs Challengers</li> <li>Innovation Paralysis: The Big Corporate Blame-Game</li> <li>Linear Myopia: FS vs Tech Adoption, HYPERSCALABILITY</li> <li>Tactical Mirage: PayPal from Palo Alto, SelfPay from Toronto</li> <li>Case Studies: Microsoft, Apple, Amazon</li> </ul>	<p><b>8. Summary</b></p> <ul style="list-style-type: none"> <li>Concepts</li> <li>Tools</li> <li>Trends</li> <li>'To-Do's</li> <li>Resources</li> <li>Digital Innovation vs Corporate Social Responsibility: Getting it Right</li> </ul>



FULL MEMBER OF



**Pedidos de Cancelamento:** Só poderão dar origem ao reembolso total do valor pago, quando recebidos até 5 dias úteis antes da data de início do curso. A partir deste prazo, a inscrição será paga na totalidade, podendo, no entanto, o participante ser substituído por outro; Deverão ser efetuados por e-mail e rececionados pelo IFB dentro do prazo acima estabelecido.