

# Digital LEAPFROG Strategy



L E A P F R O G

The Digital LEAPFROG Strategy course helps leaders formulate exponential digital strategies and innovate on their existing business models. Using a series of structured frameworks and online toolkit, this course allows you to apply key learning in the context of your business.

## Modern organization needs

Digital is completely disrupting the business ecosystem, necessitating leaders to redefine strategies and business models to respond to the new opportunities that digital transformation presents.

## Key Takeaways

- Unlock exponential growth using the ecosystem
- Build competitive advantage and a competitive moat for the business
- Create a thriving ecosystem that adds tremendous value to customers

## Course Outline

- Linear to networked business model
- Ecosystem as strategy: Liquid structures and economy of platforms
- Data as strategy: Algorithms, analytics and programmable interface
- Design as strategy: Formulate experience journeys and reach uncharted territories
- Agility as strategy: Obsessive customer centricity and game changing adaptation

## Learning Format



**SELF-PACED  
COURSE**

## Who should attend?

- Middle Managers
- Executive Leaders