



DIGITAL TRANSFORMATION SYMPOSIUM

February 9, 2021 – March 11, 2021

Digital Transformation Symposium guides professionals through the fundamentals and technologies needed to transform their business. This program brings professional leaders together to learn, explore, and share best practices to prepare their organization for change. The five-week online program is led by University of Georgia faculty, Ad Victoriam executives, and Ad Victoriam clients so attendees benefit from both academic and current real-world experiences and are optimally positioned to drive digital transformation.

WHO WILL BENEFIT

- Individual contributors, managers, leaders, and emerging leaders looking to create and/or deploy an effective and efficient digital strategy to lead their business unit or firm, regardless of industry
- Leaders who want to innovate, compete, and align their data, processes, and technology

PROGRAM STRUCTURE

Five-week online program delivered two hours each on Tuesdays and Thursdays via Zoom and UGA's eLearning Commons platform. Sessions and topics include live lectures, discussions, and presentations from UGA faculty, industry experts, and practitioners. Attendees will also benefit from an online networking forum where they'll have opportunities to engage with our expert speakers, discuss real-life business scenarios, and get answers to practical questions.

WEEK ONE

- The Four Stages of Digital Transformation
- Maximizing Your Digital Transformation ROI (Managing Capital/Resources)

WEEK TWO

- Planning the Systems Required for a Digital Transformation
- Experiential Learning: Evaluating and Selecting Systems

WEEK THREE

- The Cloud, Data Governance, System Integration with APIs, Security
- Experiential Learning: Managing Data

WEEK FOUR

- Artificial Intelligence and Robotic Technology for a Competitive Advantage
- Experiential Learning: Customer Insights & Analytics

WEEK FIVE

- Making the C-Suite Case: Leadership & Cultural Buy-In
- Strategic Planning, Change Leadership, and Action Plan Execution

For more information or to register, visit executive.terry.uga.edu/digital-transformation

Contact: Gary W. Sergent, 404-467-5130, gsargent@uga.edu



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