



# Professional Diploma in Digital Leadership



Only  
5%

of companies feel they have strong digital leaders in place.  
Deloitte Human Capital Report, 2017

# Unleash the power of digital

**Although disruption has always been a constant threat, the rise of digital technologies has accelerated the pace of disruption in practically every industry.**

Emerging markets are offset by novel competitors, new technologies create efficiencies while eating into traditional revenue centres, and agile innovation becomes a competitive necessity.

Building on three key digital pillars — the strategic view, the transformation view and the innovation view — the Professional Diploma in Digital Leadership draws on the latest research and best-practice to give you an integrated view on what it takes to lead during this era of digital disruption.

**This programme is for you if:**

- › You are a leader looking to unlock the value of your organisational digital assets, devising and deploying strategies to create new value.
- › You are a business leader seeking to develop the confidence and a vocabulary in digital concepts.
- › You have the responsibility to conduct and/or review the digital strategy of your organisation and wish to create a strategic plan.
- › You wish to expand your leadership potential in creating and executing digital transformation strategies.



**// It is your ability to create new opportunities and execute agile strategies in this landscape that will set you and your organisation apart. //**



## Programme Themes:

### 1 Digital Leadership and Strategy

- > Gain a deeper understanding of how digital leadership and strategy differ from traditional approaches.
- > Assess digital models and frameworks and research techniques that will give you a new lens to formulate organisational strategies.
- > Critically evaluate the digital strategies and leadership practices of their own and other organisations.
- > Apply digital leadership and strategy tools and techniques to your own organisation's unique challenges.
- > Be able to clearly articulate your digital strategy to stakeholders at all levels — including the boardroom.

### 2 Digital Disruption and Transformation

- > Identify the latest digital trends, technologies, platforms, and business models driving the need for digital transformation of your organisation, appraising likely threats and opportunities.
- > Develop the mindset and tactics needed for you and your organisation to be agile in an era of disruption.
- > Apply digital disruption and transformation tools to your organisation's challenges.
- > Produce a business case for the further investment and adoption of digital technologies in your own organisation.

### 3 Digital Innovation

- > Challenge and disrupt your own thinking and develop new mindsets and behaviours required for an effective digital transformation.
- > Assess and deploy models of innovation that you can use to rewire your organisation's processes, structures, and capabilities.
- > Apply design thinking to investigating and implementing change in your own or other organisations.
- > Bridge the gap between strategy and execution, bringing new innovations into the core of how your organisation works.

### 4 Digital Transformation Project

- > Conduct a Digital Transformation project that utilises strategic processes, business models and technology opportunities to create an applicable business strategy for your organisation.

Professional Diploma in Digital Leadership

## This programme will equip you to:



Drive the cultural and organisational shifts needed to achieve technology led innovation in your business.



Map available and emerging technologies onto your business strategy.



Investigate, analyse and communicate the business value of new and emerging technologies at all levels.



Bring more customer-centric design thinking to new product or service development, creating value throughout the chain.

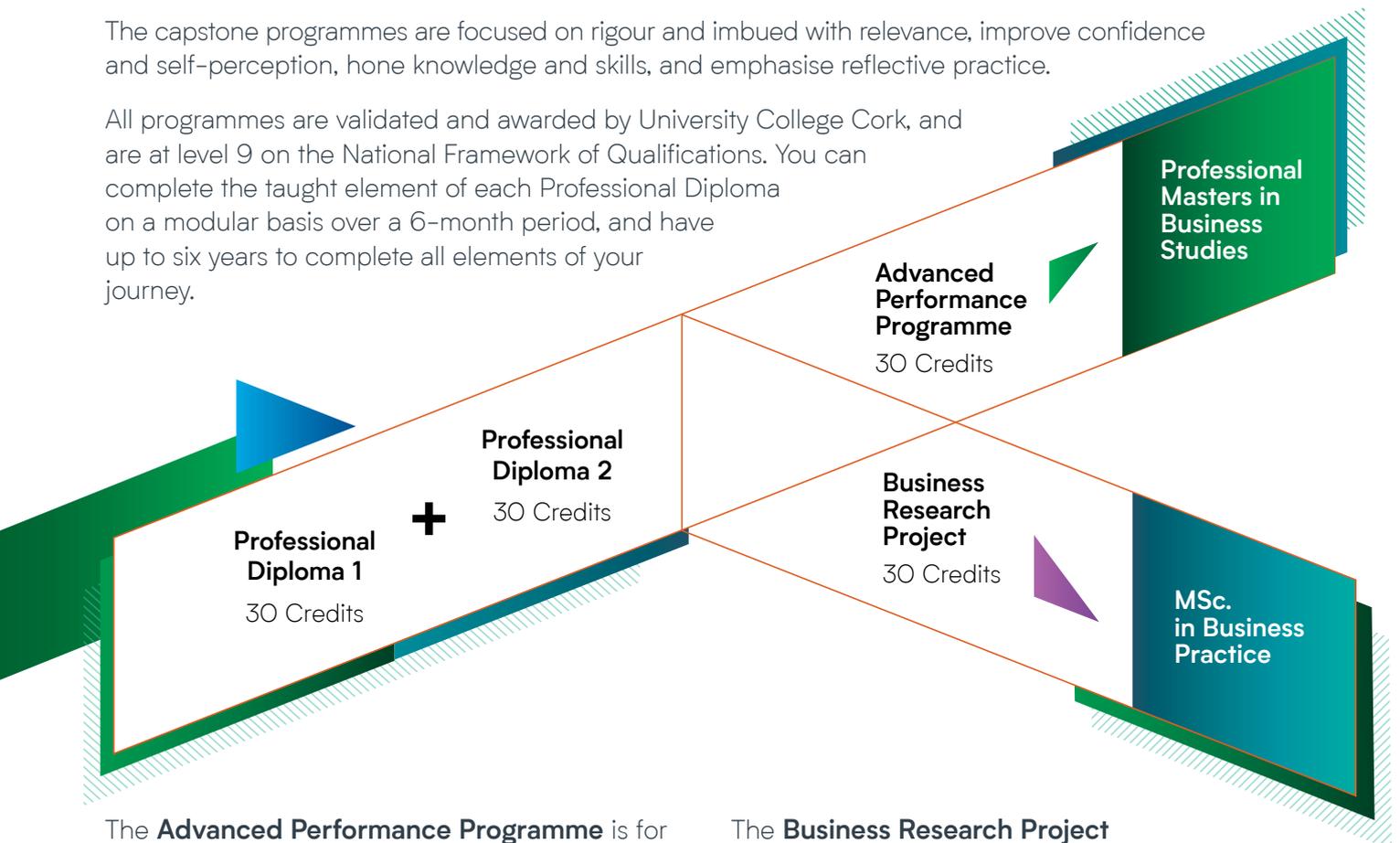
# Master of Business Framework

The Master of Business gives you the flexibility to choose the subjects that are right for your needs, while building up to a Masters Degree qualification. Each element of your journey promises to be an energising learning experience leading to a world class qualification.

There are two pathways you can take to achieve your Masters qualification with IMI. Both pathways require you to complete two Professional Diplomas before choosing a final capstone programme to bring your learning together in an integrative experience, that will positively impact your professional career and your organisation.

The capstone programmes are focused on rigour and imbued with relevance, improve confidence and self-perception, hone knowledge and skills, and emphasise reflective practice.

All programmes are validated and awarded by University College Cork, and are at level 9 on the National Framework of Qualifications. You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and have up to six years to complete all elements of your journey.



The **Advanced Performance Programme** is for professionals who want to bring their leadership capabilities to a new level. Through a blended focus on the environment, the organisation, and the individual, the APP serves to synthesise the learning outcomes of your IMI journey. Designed and delivered in partnership with Cork University Business School, this pathway will lead to a Professional Masters in Business Studies, Ireland's first Professional Masters of its kind.

The **Business Research Project** is for those professionals who want to address a complex business challenge and execute a strategy or develop a strategic response that could change the future of their organisation. This pathway will lead to a MSc. in Business Practice award.

# Programme Delivery

IMI programmes are delivered through a blend of live face-to-face and virtual sessions via the IMI Virtual Learning Environment. Our High Impact Transformation learning approach lies at the core of all IMI programmes, meaning these sessions are always interactive, engaging and experiential.

Action and experiential learning — doing and reflecting — is a highly effective leadership and team development technique, which you will find enjoyable, challenging and in many cases transformational.

## Dates:

Facilitated Workshops: Virtual & On-Site | Dublin

**Spring 2021**



**Tony Moroney**  
Programme Director

Tony is a digital transformation consultant, a member of the Associate Faculty at the IMI and a co-founder of the Digital Transformation Lab @UCC. He is a highly experienced international advisor on digital in respect of strategy, business model innovation and transformation. Tony has an MBA from UCD, a Banking MBA from Bangor University and is a Chartered Fellow of both the Institute of Directors and the Chartered Institute of Marketing. He is a regular commentator on all things digital.

## Facilitated Workshop 1



Day 1 of the Facilitated Workshop 1 will be delivered at the IMI campus in Sandyford, Dublin. Day 2 & 3 of the Facilitated Workshop 1 will be delivered via the IMI Virtual Learning Environment (VLE) to your desktop.

## Facilitated Workshops 2-6



Day 1 & 2 of the Facilitated Workshops 2-6 will be delivered via the IMI Virtual Learning Environment (VLE) to your desktop. Day 3 of Facilitated Workshops 2-6 will be delivered at the IMI campus in Sandyford, Dublin.



### Online Delivery

Combination of:

- Live Zoom faculty-led sessions
- Supporting online content & activities accessed via the Moodle learning platform
- Live or online (Moodle forum) group work & discussion



### In-IMI Delivery

Combination of:

- Live faculty-led sessions
- Experiential activities
- Fusion of learning
- Live group work & discussion
- Learning material (slides) available on Moodle

### Price:

Corporate Member:	€8,390
SME:	€9,190
Non-Member:	€9,990

For more information, including a full listing of facilitated workshop dates, please contact our programme advisors at [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie).

# Participant information

## Entry Requirements

A candidate's eligibility for each programme will be determined by a combination of their academic qualifications and/or relevant professional experience. Each applicant will be required to complete the IMI "Portfolio of Learning" application form. A primary degree from a recognised third-level institution (NFQ level 8), with a minimum classification of Second Class Honours, will typically be required with five years relevant work experience, at least 3 of which must be at managerial level, however, prior workplace learning will be recognised where applicants do not meet the academic requirement.

This experience may come from a general business or organisational background, or experience working at a management level or in the area specifically related to the Diploma.

Each candidate will meet with the Programme Directors, who will interview applicants in person virtually or physically. The IMI Office of the Registrar will oversee all applications, and the final decision on any application shall remain with the Registrar.

All applicants whose first language is not English will be required to show evidence of the successful completion of an IELTS or TOEFL test. The English language requirement for this programme is an IELTS score of 6.5 with a minimum of 6.0 in each individual section or equivalent.

\*Programmes scheduled subject to cohort size.



## Validation

Each Professional Diploma is awarded by University College Cork and is at level 9 on the National Framework of Qualifications.

## Assignments and Workload

To earn a Masters Degree or Professional Diploma, participants will be assessed through a variety of practical assignments. Programmes will have no examinations; instead, the emphasis throughout is on the practical application of knowledge to benefit you and your organisation. Assessment workload extends across the programme to allow you to combine your learning with your work and life demands.



**Executive Education**  
Ranking 2020