



Certified Lead Implementer in IR 4.0 Digital Leadership

INTRODUCTION

DURATION: 4 DAYS

Attaining certification as a Certified Lead Implementer in IR 4 Digital Leadership offers a distinct set of advantages in the rapidly evolving landscape of Industry 4.0. This certification signifies expertise in leading organizations through the implementation of digital transformation initiatives, a critical competency in the age of technological disruption. Certified professionals are equipped with a comprehensive understanding of Industry 4.0 concepts, including the integration of emerging technologies. In today's rapidly evolving digital landscape, staying competitive and relevant demands a comprehensive understanding of digital technologies, data-driven decision-making, and innovative business model strategies. This program is designed to empower participants with the knowledge and skills needed to harness the full potential of Industry 4.0, enabling them to reshape their business models, drive efficiencies, and unlock new opportunities for growth and expansion.

WHO SHOULD ATTEND?

- Transformation Manager, Human Resources, Finance, Strategic, Production Managers, Administration
- Managers, Executives & Administrators
- Basically, anyone that interested to understand the concepts and implement transformation within the organisation.

PREREQUISITE

- Basic understanding of the concept of digital transformation.

METHODOLOGY

- Interactive presentation, with illustrations (videos), group discussions and Lab session - hands-on/ practical session on conducting analytics and data visualization.

COURSE OBJECTIVES

- To understand the fundamental shifts of IR 4.0 in technology, economics and society.
- To explore how businesses can leverage social and digital networks.
- To explore the transformation of data into valuable assets.
- To be able to conduct a maturity assessments & develop a road-map moving forward.

**CONTACT US**

603 2242 0550 / 6011 2898 8992



inquiry@adastanetwork.asia

DAY 1

Session 1- The Fourth Industrial Revolution

- A Brief History
- The Drivers of IR 4.0
- The Technology Pillars of IR 4.0
- The Design Principles of Industry 4.0

Session 2: The History of AI

- The Significance of Data.
- The Importance of Affordable Storage.
- The Function of Processors.
- The Connectivity Factor

Session 3-Harnessing Customer Networks

- Rethinking Customers
- The Customer Network Paradigm.
- The Marketing Funnel
- Five Customer Network Behaviours.

Session 3.1-Strategy

- Access Strategy.
- Engage Strategy.
- Customer Strategy Connect Strategy
- Collaboration Strategy

Session 3.2- Tools: The Customer Network Strategy Generation

- Step 1- Objective Setting.
- Step 2- Customer Selection and Focusing.
- Step 3- Strategy Selection.
- Step 4- Concept Generations
- Step 5 – Defining Impact
- Organizational Challenges of Customer Network.
- Adding New Skills and Replacing Old Habits

Session 4-Build Platforms Not Products

- Rethinking Competition
- Rise of Platforms.
- Origin of Platforms
- A definition of Platforms.
- Four Types of Platforms
- The Platform Spectrum
- How Digital Impacts Platforms.

Session 4.1-Competitive Benefits of Platforms.

- Light in Assets.
- Scaling Fast.
- Winner Takes All
- Economic Efficiency.
- Competition Between Platforms.

DAY 2

Session 5- Data Into Assets

- Rethinking data.
- Data as Intangible Asset
- Every Business Needs a Data Strategy

5 principles

- The Impact of Big Data
- Big Data -Unstructured Data
- New Tools – Unstructured Data
- Big Data on Tap Cloud
- Supply Chain Partners
- Public Data Sets

Session 5.1- Turning Customer Data into Business Value.

- Insights
- Targeting
- Personalization
- Context Providing

Session 5.2-Tools: The Data Value generator.

- Step 1- Area of Impact and Key Performance Indicators.
- Step 2- Value Template Selection.
- Step 3- Concept Generations
- Step 4- Data Audit
- Step 5- Execution Plan

Session 5.3-Organizational Challenges of data

- Embedding data Skill Sets
- Bridging Silos
- Sharing Data with Partners
- Cybersecurity & Customer attitude.

DAY 3

Session 6 -Conducting Industry 4.0 Readiness Assessment

- Understanding the questionnaire
- Conducting the Test.
- Preparing Data.
- Analysing Data
- Visualising Data
- Tools: Microsoft Power Bi or others

Session 7- Innovate by Rapid Experimentation.

- How to Grow the Innovation Premium: Intuit's Story
- Experimentation Is Learning
- Two Types of Experiments
 - Convergent Experiments
 - Divergent Experiments

HRDcorp Claimable:



CONTACT US



603 2242 0550 / 6011 2898 8992



inquiry@adastanetwork.asia

- **Seven Principles of Experimentation**

- Learn Early
- Be Fast and Iterate
- Fall in Love with the Problem, Not the Solution
- Get Credible Feedback
- Measure What Matters Now
- Test Your Assumptions
- Fail Smart

- **Session 8 - Adapt Your Value Proposition**

- Rethinking Value: What Business Are You In?
- Three Routes Out of a Shrinking Market Position
 - New Customers (Same Value)
 - New Value (Same Customers)
 - New Value + New Customers
- Five Concepts of Market Value
 - Concept
 - Product
 - Customer
 - Use case
 - Job to be done
 - Value proposition
- Tool: The Value Proposition Road map
 - Step 1: Identify Key Customer
 - Step 2: Define Current Value
 - Step 3: Identify Emerging Threats
 - Step 4: Assess the Strength of Current Value Elements
 - Step 5: Generate New Potential Value Elements.
 - Step 6: Synthesize a New Forward-Looking Value Proposition

- **Session 9 - Disruptive Business Model**

- Disruption Defined
- Disruption in the Digital Age
- A Business Model Theory of Disruption
- The Two Differentials of Business Model Disruption
 - Value Proposition Differential
 - Value Network Differential

DAY 4

Exam – Multiple Choice Questions and Project – 3 hours

Endorsed by:



London College for Corporate Learning Limited



CONTACT US



603 2242 0550 / 6011 2898 8992



inquiry@adastanetwork.asia