



GLOBAL NETWORK FOR ADVANCED MANAGEMENT

MBA Global Network Week “DIGITAL BUSINESS LEADERSHIP Wave II”

**UCD Michael Smurfit Graduate Business School,
Dublin**

14 – 18 October 2019

PROGRAMME

The UCD Michael Smurfit Business School will host a weeklong GNAM programme called Digital Business Leadership Wave II. The Programme sets out to provide participants with a comprehensive look at how incumbents and start-ups are devising strategies and providing leadership during a critical period of transformation. The five day Programme will explore a number of key themes through the lens of guest speakers, case studies and company visits. The programme will conclude by developing a playbook that surmises lessons learned throughout the week, critiquing the digital readiness of the various companies and concluding opportunities for their own personal leadership in their own digital

CONTEXT

Some might say that the digital revolution that has disrupted so many industries and companies is only at the beginning of its journey. Certainly, technology in all of its forms will be more pervasive and more central to all organisational entities and the challenges of leading and shaping organisations will become more challenging and much more dynamic. Over the last decade we have seen new companies achieved incredible scale, now scope and speed are fundamental components to the formulation of any competitive strategy. Data, Tech and Commerce are becoming key pillars of that strategy and every divisional, functional or c-suite leader must be able to understand and embrace these competencies.

This extremely exciting range of technologies will create opportunities for the start-up and challenges for the incumbent company, while some form of collaboration or partnership with the major tech platforms is essential. Our GNAM Module will explore how leaders can build this ecosystem to create opportunity, market impact and growth. We will spend time on our innovation campus to work with start-ups who are developing new propositions with the aid of new technologies, we will meet with c-suite leaders of incumbent companies undertaking the challenges of change, and we will visit some of the world's leading technology firms who have global centres based on our doorsteps in Dublin.

The range of discussion and topics explored will be vast but at the heart of any successful transformation is robust strategy and strong leadership. As we move into a new wave of digital technologies that are likely to have an even more profound effect on our lives, as consumers and as value creators. The ability to embrace and integrate data and technology to deliver unique customer experience and capture economic value is the critical challenge for the CEO. We will explore this across a number of sectors such as Financial Services, Healthcare, Media and Technology. We will explore the critical success factors in their journey and the lessons learned from their mistakes. We will spend time distilling these strategic and leadership dynamics so that we can take away and body of learning that will guide our future development and our careers.

MODULE DIRECTOR: JP DONNELLY



JP Donnelly is Group CEO of Ogilvy Group in Ireland, as well as Head of Country for WPP, the largest communications group in the world. He is a former Board Member of Smurfit School, an Honorary Fellow of the school and a former Chairman of the Marketing Institute of Ireland. JP has been involved leading and advising companies in Ireland and USA. He has undergone and lead several business turnarounds, while also spent the last decade integrating and developing digital capabilities and services. JP lectures on the MBA programme as well as a number of other faculty duties in areas of Brand Strategy and Digital Transformation.