

Qrious

Digital Leader's Studio

Delivered in partnership with:

 **ENTREPRENEURS'
FORUM**

Launching July 2021



What is the Digital Leaders Studio?

The Digital Leaders Studio is learning program designed to help entrepreneurs and senior business leaders working in medium-sized organisations deal with the number one business issue of our time: the accelerating impact of technological disruption and digital transformation on businesses of all shapes and sizes.

Delivered in 6 morning sessions over a 6-month period, the Digital Leaders Studio will help you plan how your business can take full advantage of digital technologies to accelerate your business transformation and become a digital first enterprise.

You will engage with specialists in digital strategy, customer experience, data and analytics, innovation, and technology. Our experts will provide you with a simple, super actionable framework that will empower your business to improve its customer experience and capitalise on technology's potential to accelerate growth, productivity, and profitability.

Program leaders



Nick Salloway

Nick is MD of digital strategy and experience transformation studio, Qrious. Nick's passion is helping organisations use technology and design to create innovative operating models that capture the full value of digital transformation.



Clark Boyd

Clark has spent 10 years devising and implementing international digital strategies for some of the world's leading brands. He works with leading business schools including Cambridge, Columbia, and Imperial College to design and deliver their online executive education courses, covering AI, digital transformation, digital marketing, and business strategy.



Tony Mather

Tony is Head of Experience at Qrious. With a background in user research, product design, and service design, Tony has spent his career transforming digital and physical user experiences to bring increased value to customers and providers alike, from big business to government services.

The Program Schedule

The program includes 6 modules delivered over 6 months from July to December 2021

Monthly session

Each monthly session will include a mix of knowledge transfer delivered by subject matter experts and practical exercises that will provide you with actionable ideas and frameworks to take away and use in your business.

Office Hour

Two days following each monthly session, the 'office-hour will recap the key points from the session and provide you with an opportunity to meet with your program leaders and ask questions you may have. If you'd like to, we can also discuss any specific challenges you might be having in your business.

Module 1: Disruption (July)

The main causes of technological disruption and how incumbent businesses typically respond.

Module 2: Transformation (August)

What digital transformation really is and why every business should be focused on developing a digital-first strategy.

Module 3: Culture (September)

The role of leadership in building the business case for digital transformation, and for creating the culture to achieve it.

Module 4: Customers (October)

Why the customer journey should become the organising principal for your business.

Module 5: Levers (November)

The five approaches – or 'levers' – that drive a 'next generation operating model' to achieve digital transformation.

Module 6: Looking Ahead (December)

How to apply the five levers of transformation to provide a multiplier effect that achieves better results.

Session Date

13th July, 08:30–12:30

Office Hour

15th July, 16:00–17:00

What you'll learn

In this session you will learn about the main causes of business disruption and how incumbents typically respond. You will consider why incumbents – who are usually well placed to fend off challenges from more agile new market entrants – often fail to do so.

What you'll do

In a practical session you will analyse a chain of gyms.

During the practical session, you will reflect on which of the traditional strategic assumptions your organisation still holds onto, where you're undergoing or planning change, and which approaches could allow new players to disrupt your market.

You will consider the sources of disruption we have discussed in this session (new technologies, changing customer behaviours, new business models, etc.) and assess how well-equipped your organisation is to respond to these shifts.

And finally, you will work with other delegates to identify the three biggest trends affecting such a business today. Then, brainstorm a possible response to what you believe to be the most significant source of disruption in your industry.

Session Date

17th August – 08:30 – 12:30

Office Hour

19th August – 16:00-17:00

What you'll learn

This session will explain what digital transformation really is and why every business should be focused on developing a digital-first strategy. You will learn about McKinsey's 'Next Generation Operating Model' – a practical framework for any business to make the two big organisational shifts that are essential to deliver a successful digital transformation programme.

What you'll do

In a practical session you will work in groups to apply the Next Generation Operating Model to an automotive company. For this task, you will imagine that your aim is to convince your colleagues of the necessity of adapting to the digital world.

You will prepare a short pitch (1-2 mins) to present back. Within your pitch, you should identify one key organisational shift that will help your company deliver on your future vision.

Session Date

14th September, 08:30–12:30

Office Hour

19th August, 16:00–17:00

What you'll learn

In this session you will learn about the role of leadership in building the business case for digital transformation, and for creating the culture to achieve it. You will cover the importance of internal as well as external – i.e., customer facing transformation – and the changes needed in how people must work within the business, business planning, finance, procurement and supply chains.

What you'll do

In a practical session you will be provided with a new management model that a business wishes to implement. As we will see in this module, the success of such a shift requires cultural transformation if it is to be successful.

Your task is to discuss this new management model and decide on the three most important factors (internal processes, finance, org. structure, etc.) within the business that will help you enable cultural change..

You will then share your reflections on organisational culture with the rest of the class.

Month 4: Customers

Session Date

12th October, 08:30–12:30

Office Hour

14th October, 16:00–17:00

What you'll learn

In this session, you will build on what you learned about the NGOM in session 2 and look at how the customer journey can become the organising principal for your business.

What you'll do

In a practical session you will map out your most important current customer journey, end to end, and the organisational infrastructure that supports it in the form of a service blueprint

Month 5: Levers

Session Date

16th November, 08:30–12:30

Office Hour

18th November, 16:00–17:00

What you'll learn

In this session you will be introduced to the five approaches – or 'levers' – that drive the next generation operating model: Lean Process Design, Digitisation, Intelligent Process Automation, Advanced Analytics and Business Process Outsourcing. You will learn how each level can be applied at different stages of the customer journey to improve your customer experience and drive cost and efficiency savings through your business.

What you'll do

In a practical session you will review your customer journey from Month 4 and identify an opportunity to apply one of the 'levers' you just learned about and devise an experiment that will allow you to test and validate your idea.

Month 6 : Looking Ahead

Session Date

14th December, 08:30–12:30

Office Hour

16th December, 16:00–17:00

What you'll learn

In the final session, you will learn how to apply the five levers of transformation. You will learn how to think about the levers in the overall context of your business and how to implement them in the right sequence, so they interact with each other to provide a multiplier effect that achieves better results.

What you'll do

In a practical session you will review your customer journey from Month 4 and identify an opportunity to apply one of the 'levers' you just learned about and devise an experiment that will allow you to test and validate your idea.

Your questions answered:

Who is it for?

The Digital Leader's Academy program is designed exclusively for entrepreneurs and senior business leaders working in medium sized organisations that recognise they need to make better use of digital technologies to accelerate their business transformation and become a digital first enterprise.

How much does it cost?

The Digital Leader's Studio is available to Entrepreneurs' Forum members and partners at the exclusive price of £1,500+VAT.

Bookings are also welcome from non-EF members. Early bird booking for non-EF members is available from the 21st of April to the 23rd of May and costs £1,745 + VAT – a saving of £250 on the standard price of £1,995.

Payment can be made in three equal instalments.

When is it happening?

The program starts exclusively with the Entrepreneurs Forum in July 2021

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The program starts exclusively with the Entrepreneurs Forum in July 2021.

You can apply for your place by visiting entrepreneursforum.net/dls



Qrious is an Experience Transformation Studio.

We're a team of technologists, UX designers, service designers, software developers and digital strategists. We help with business improvement and digital transformation by working with you to change how you think about your customers, and to design new operating models that place your customer's experience at the centre of your business.

We also help our clients to improve how they deliver digital projects – supporting them to use technology and design to launch new or improved digital services and products – including websites, apps, bespoke software systems – more rapidly, and at lower cost.

Our mission is to help you simplify the lives of your employees and your customers, empowering your business to compete and thrive in a rapidly changing digital world.

Connect with us



Get in touch

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