

# Course : Innovation, strategy and digital performance

Seminar - 2d - 14h00 - Ref. STN

Price : 1850 € E.T.

★★★★☆ 4,5 / 5

Digital transformation has become a vital necessity for the vast majority of companies. New forms of disintermediation and disruptive models are revolutionizing the current economy of every organization. This seminar, rich in real-life case studies, aims to decipher the most modern methods of strategy, innovation and performance. Company directors, business managers, CIOs and CDOs will master the most important managerial functions required for successful transformation.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the real challenges of digital transformation
- ✓ Learn the different methods of innovation
- ✓ Know the different methods of strategy development
- ✓ Making decision-makers aware of the importance of digital in business
- ✓ Understand and apply digital enterprise management models
- ✓ Deciphering the most emblematic success stories
- ✓ Apply start-up recipes and operating methods

## Intended audience

Company directors, financial directors, business managers, project managers, management controllers, CIOs, IT managers, consultants, auditors, IT specialists.

## Prerequisites

Knowledge of information system components.

## Course schedule

### PARTICIPANTS

Company directors, financial directors, business managers, project managers, management controllers, CIOs, IT managers, consultants, auditors, IT specialists.

### PREREQUISITES

Knowledge of information system components.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Innovation: a key corporate function

- Innovation as a key factor in the development of a high-performance company.
- Productivity, performance, competitiveness and innovation.
- The importance of innovation in business competitiveness.
- The different forms of innovation: managerial, organizational, technological...
- Why should innovation be everywhere in the company?
- The role of innovation within the company.
- The role of intelligence within the company.

### Storyboarding workshops

Discuss innovation and intelligence practices within your company.

## 2 Innovation: methods and techniques

- How does innovation happen?
- The difference between invention and innovation.
- The great inventors.
- The great innovators.
- Like knowing whether a company is ready to innovate.
- Major innovation methods: challenge-storming, the six hats, bootlegging, jugaad, open innovation, TRIZ, ODI...

### Case study

Decipher the most emblematic innovation success stories.

## 3 The role of digital in the innovative company

- Emerging technologies and methodologies.
- Big Data, IoT, Cloud, 3D printing, AI, machine Learning...
- Why put governance before technology?
- Involve managers and raise their awareness of the importance of Digital: challenges, benefits...
- Positioning the IT Department? within the company.
- Positioning ISD? within innovation.
- Assess your company's digital maturity.
- The Chief Digital Officer: advantages and disadvantages.
- The economics of IT, digital and information systems.

### Storyboarding workshops

The position, methods and tools of the IT department within the innovation process.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

#### 4 Data: the raw material of the digital economy

- Data, information and knowledge.
- Data at the heart of digital transformation.
- The role of data in innovation.
- The data economy.
- Valuing information assets.
- Monetizing data.
- Connected objects and the Internet of Things.
- Different data repositories: Production databases, data warehouses, data lakes.
- The impact of regulatory constraints: RGPD, ePrivacy, and others.
- Organization, governance and associated skills.

##### Case study

AXA faces the battle of customer data.

#### 5 Digital strategy

- Moving towards the digital company.
- Involve all managers (general management and all business units).
- Method: The strategic IS, corporate or digital master plan.
- Analyze process maturity and criticality.
- Method: the business canvas.
- How do you reconcile strategy and innovation?

##### Case study

ACCOR or how to resist the intermediation of players like Booking and disruptive models like AirBnB.

#### 6 New uses and business models

- Emerging new business models?
- Crowdsourcing (forms, tools, goals and strategies).
- Crowdfunding.
- The freemium model (examples of organizations that have implemented the freemium model).
- Collaborative economy, a peer-to-peer economy.
- Virtual currencies (how they work, advantages and disadvantages).
- Gold Farming (challenges, benefits...).
- Virtual worlds. New uses.
- New markets, traditional markets reinvented by digital technology.
- Illustrations in commerce, hotels, industry, administration, services...

##### Storyboarding workshops

Company practices.

## 7 New management models

- The new generation aspires to greater autonomy and freedom.
- How the Taylorian organization of work is now outdated.
- From pyramidal organization to flat, networked organization.
- The trap of the "omnipotent superuser".
- Is there such a thing as a managerless company?
- From agile enterprise to holacracy.
- The DNA of new managers like Elon Musk, Jeff Bezos and Mark Zuckerberg.
- What devices to use: Pitch, Roadmap, MVP, PMO, GPP, GP agile...
- CIOs: from marginalization to managing the company's digital transformation, via bi-modality.

## Dates and locations

### REMOTE CLASS

2026 : 18 June, 1 Oct., 26 Nov.

### PARIS LA DÉFENSE

2026 : 18 June, 1 Oct., 26 Nov.