



# Singapore Digital Learning Week

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- Is your digital transformation stalling?
- Is the leadership mindset becoming an obstacle?
- Is your culture working against you?

One of the top three reasons why digital transformation fails is senior leaders' mindset. This is based on Bridges' research of 1,847 leaders across three continents.

## Senior leaders have become the bottleneck in digital transformation.

Previously, technology was a bottleneck in making changes within the organization. When business leaders requested technology support, they became project number 82 with a six-month delay before even looking at the project. This has been resolved by aligning the business and technologies with the same measures and goals.

The bottleneck is now senior leaders who hold on to legacy leadership ways.

Digital transformation for many organizations requires changing their whole business model and leadership approach. But many leaders are reluctant to let go of what has worked in the past. This results in employees becoming frustrated. They see leaders repeatedly request multimedia presentations and material to be printed while demonstrating a lack of trust in the data and organizing infinite meetings.

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To become a successful digitally driven organization, these behaviors have to become obsolete. That requires support from the top leaders who must approach change with the *right* mindset.

Digital transformation is crafted at the top of an organization and implemented at the bottom. Leaders articulate how they will improve customer experience and what needs to change internally in their business model. They are then responsible for creating a culture of psychological safety that encourages innovation and experimentation. This data-driven culture provides employees with the digital tools and methodologies need while empowering them to take the *right* actions.

And yet many employees complain that, after being asked to participate in digital transformation, they discover it is their senior leaders who are holding back the progress.

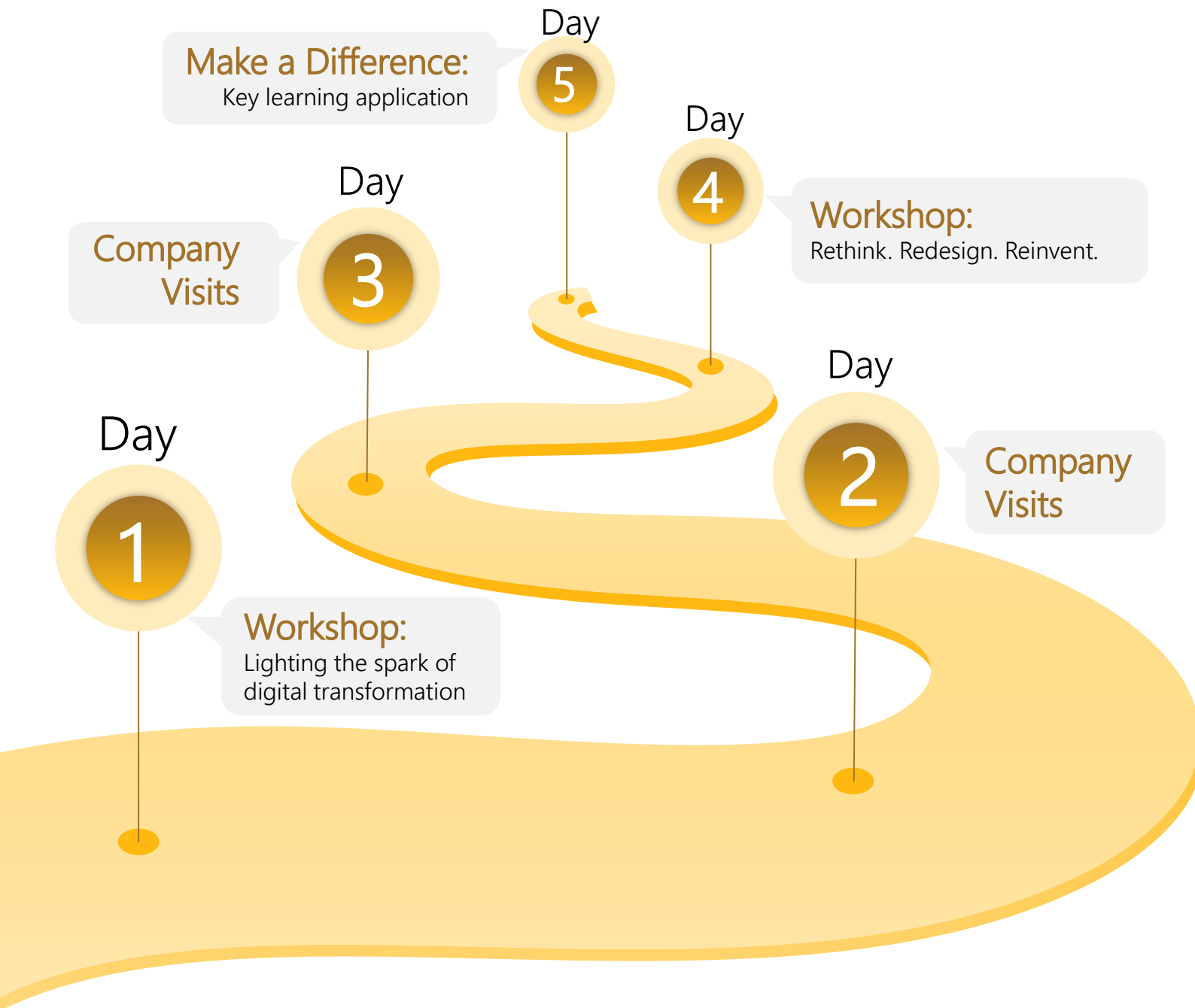
The Singapore Digital Learning (SDL) Week is designed to directly address these issues and to change the senior leader's mindset and behaviors to achieve digital transformation. The week includes also an in-depth understanding and framework to explain how traditional organizations transform in the digital world, and how it benefits all stakeholders and the organization financially.

This four-and-a-half-day experience immerses leaders in understanding how to transform their traditional organization to being digitally driven. This is done by visiting organizations that have successfully changed and learning their hard-won insights and best practices.

# SDL is based on the premise that *theory promises* but *success sells*.

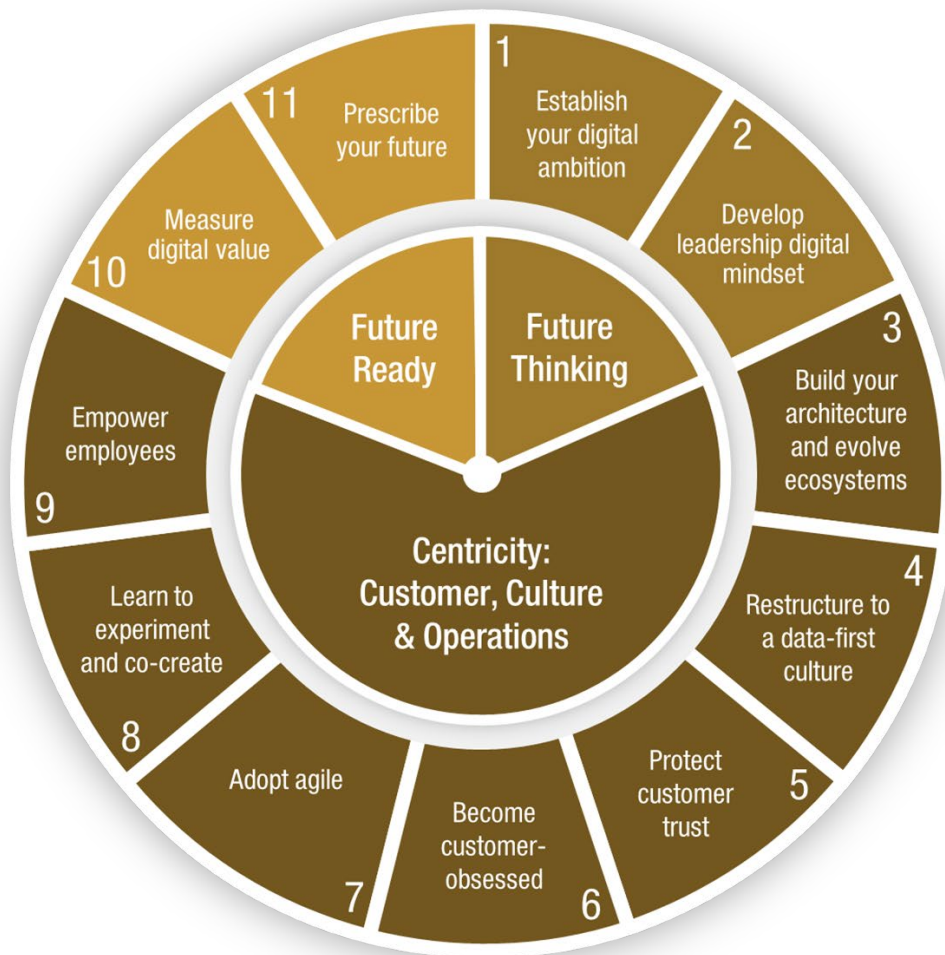
The fastest, most effective way for leaders to understand the digital transformation challenge and engage in leading the transformation is to be immersed in the success of others.

## The Learning Journey



The SDL Week combines company visits with workshop experience and digital assessments. It involves two days of visiting companies and two-and-a-half days discussing what was learned and how to apply it in your organization. Participants learn digital nuggets from various experts in both business and academia. This includes the in-depth Harvard-published case study on DBS Bank's phenomenal digital transformation, written by the facilitator Robin Speculand. They also address why leaders need to shift from vertical to horizontal leadership.

The SDL Week also provides the often-missing model to guide an organization through its digital transformation. The Ticking Clock Model<sup>®</sup> stemmed from interviews with leaders across North America, Europe and Asia Pacific to identify the state of digital. Developed in partnership with Performance Works to demonstrate how all the moving parts align, it provides direction throughout the digital transformation. Specifically, this model guides leaders through three strategic stages and 11 operational steps to adopt digital into their organization.



Ticking Clock Model<sup>®</sup>

## SDL Week Outline

This experience gives leaders the opportunity to rethink, redesign and reinvent the way their organizations deliver their customer experience while reflecting on their internal business model structure and use of data.

The outline below features the agenda for how participants can learn the *right* leadership approach and methodology to transform their organizations.

## Day One

It's not about having a digital strategy but a strategy in a digital world.

Day One focuses on broadening participants' perspective and understanding the powerful potential of digital.

The morning session explains why digital transformations fail, provides tips for success, and introduces the Ticking Clock Model. The model articulates the three strategic stages and 11 operational steps required to transform an organization from traditional to digitally driven.

The afternoon analyzes the individual and organizational assessments and discusses the DBS Harvard-listed case study. Integrated throughout the day are use cases, best practices and inspirational stories.

The day ends preparing for the site visits on Day Two and Day Three.

## Day Two and Day Three

Digital transformation does not require leaders to reinvent the wheel.

Company visits create the opportunity to learn and hear from other senior leaders on what worked and what did not work for them.

## Day Four

Knowledge is free. It is what you do with it that matters.

Day Four focuses on capturing the learning and applying it by identifying how participants can improve the customer experience and business operations.

Guest speakers provide digital nuggets and drill down advice in specific areas throughout the day.

The day also teaches how leaders can move from vertical to horizontal leadership.

## Day Five (half-day)

Day Five sessions help identify the key strategies participants need to make to drive transformation across their businesses to improve the customer experience. They also identify what needs to change within their own business model and the actions they will take in the next 90 days as a result of the SDL Week.

# Who Should Participate?

The SDL Week is only open to senior leaders within an organization.

## Benefits of Attending Digital Transformation for You

- Accelerate your organization's digital transformation.
- Learn hard-won insights and best practices from leading organizations.
- Hear from other leaders on their experience of taking their organizations through digital transformation.
- Adopt a model to guide your organization's digital transformation.
- Assess your own and your organization's digital maturity.

## Within the week, you will:

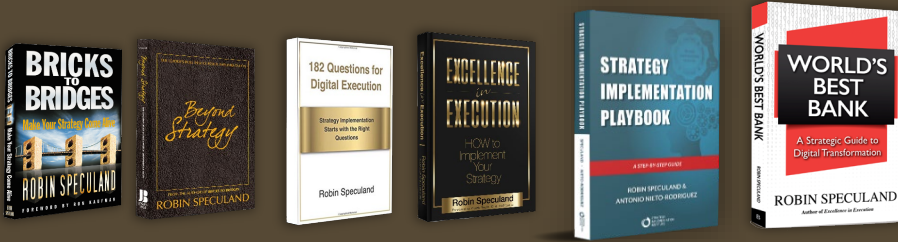
- ✓ Discover why two out of every three digital transformations fail.
- ✓ Initiate the thinking about your organization's digital ambition.
- ✓ Visit companies to learn about their digital journey trials, tribulations, and successes.
- ✓ Learn directly from leaders about their digital transformation experience.
- ✓ Receive numerous digital nuggets.
- ✓ Understand the key building blocks of transforming a company from traditional to digital.
- ✓ Identify and understand the critical changes for leading in a digital world.
- ✓ Assess your own and your organization's digital maturity.
- ✓ Benchmark your organization against one of the top ten digital transformations in the world – DBS Bank.
- ✓ Apply the week's learning to accelerate your organizations digital transformation.

This SDL week is packed with site visits, words of wisdom from successful leaders, and secrets of achieving digital transformation through drill-down sessions on specific topics and digital nuggets.

The guide and facilitator through the SDL Week is Robin Speculand, a global pioneer and specialist in strategy and digital implementation.

# Robin Speculand

Strategy & Digital Implementation Specialist



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Robin Speculand lives and breathes strategy and digital implementation. He supports C-Suite and Boards in transforming their organizations and is well known for his innovative approaches.

He is one of the world's most prolific writers on the subject, having published six books that include his latest, the Amazon number one bestseller [\*World's Best Bank—A Strategic Guide to Digital Transformation\*](#) and the [\*Strategy Implementation Playbook: A Step-By-Step Guide\*](#).

This strategy and digital implementation specialist is a sought-after consultant and keynote speaker who has founded three companies and three business associations. In 2000, he recognized that executives talked “strategy” with little focus on “implementation” and he started [\*Bridges Business Consultancy Int\*](#) to support leaders in their implementation journey. He later co-founded and co-runs the [\*Strategy Implementation Institute\*](#) and [\*Digital Leadership Specialists\*](#).

Robin has pioneered a number of breakthrough methodologies and techniques that feature the Implementation Compass™, a proprietary framework built on the eight areas for excellence for execution; Ticking Clock® Model, a framework for creating a digitally driven organization; Digital Maturity Index, a self-assessment that reveals a person's level of digital maturity; and the Digital Best Practices Benchmark.

In 2014, Robin recognized how digital transformations presented different challenges from previous strategy implementations and turned his focus to supporting executives in this perilous journey. That year, two of his clients, the world's best bank and the world's largest luxury company, both became early adopters of digital transformation.

In 2018, he conducted research with nearly 2,000 leaders across three continents, resulting in the publication of this [\*highly acclaimed business white paper: Transforming Your Company into a Digital-Driven Business\*](#).

Robin's innovative approaches have been featured in such media worldwide as BBC World, CNBC and *Forbes*. A TEDx speaker and educator for Duke CE, IMD, and Singapore Management University, he is also a Harvard-listed and award-winning case study writer.

In 2021, Robin was co-nominated with Piyush Gupta, CEO of DBS Bank, for the Thinkers50 Ideas into Practice Award. In 2021 and again in 2022, he was awarded the Business Strategist Singapore title and is in the Top 15 list of Global Gurus.

The First Minister of Scotland has named this Scotsman a GlobalScot for his passionate contribution to international business. Outside of work, Robin competes in Ironman events worldwide.



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**[bridges@bridgesconsultancy.com](mailto:bridges@bridgesconsultancy.com)**

**[www.bridgesconsultancy.com](http://www.bridgesconsultancy.com)**