Certified Courses

Professional Certificate

Digital Business Leadership

INTRODUCTION

- Having a very well thought through, systematic and interesting social media presence is now a basic requirement for big corporations. The world has changed significantly because of connectivity among people, improved internet speeds, affordable technologies and 24/7 rolling news. There has also been an umbrella shift in the customer mindset. People are savvier, much more exposed to other offers and they are able to search online for what is out there globally, regardless of brand and nationality.
- Organisations now need digitally-savvy leaders and employees to remain relevant and keep their customers. We need deep data-driven understanding of our marketplace, meaningful relationships through online communications and offers that drive retention and loyalty.
- The Digital Business Leadership Training Course explores emerging best practices in social media and digital leadership, encouraging delegates to identify the blocks and opportunities for introducing digital transformation into their organisation.

PROGRAMME OBJECTIVES

During this course, participants will develop the following competencies:

- Assessing digital technologies and identifying those that will help the organisation address marketplace challenges and customer needs
- Introducing digital technologies into the organisation with the support of leadership and so they are accepted by employees
- Using social media and digital to resolve customer problems and build conversations and on-going relationships around brand, products and service
- Developing deep customer and employee insights through analysis of digital data
- Managing brand identity and reputation online through marketing and PR campaigns that deliver business benefits
- Engaging employees through social media and building a collaborative and high performance internal culture
- Effectively measuring digital outcomes and demonstrating the benefits to leadership.

WHO SHOULD ATTEND?

- Digital Business Leadership training course will benefit business leaders and professionals who wish to use social media and other digital technologies for customer service, branding, recruitment, talent management and employee engagement.

TRAINING METHODOLOGY

- This training course combines presentations that share both theory and industry best practices with practical sessions in accordance with adult learning and learner-centred learning principles. Overall, 60% of training will be experiential and 40% will be theoretical.
- Participants will have lots of opportunities to put into practice the skills they develop and enhance during the course. We make the most of small and whole group exercises, videos, case studies, peer exchange, brainstorming, role plays and discussions. Participants are encouraged to reflect on and discuss their own professional issues and experiences.
- We will spend lots of time working one-on-one and in small groups to resolve the challenges participants face. They will leave with new ideas and skills they can implement immediately they step back into their teams.

PROGRAMME SUMMARY

- This advanced Digital Business Leadership training course gives participants opportunities to hear and discuss latest best practices in digital technologies, and to analyse their own social media strategies and activities.
- They will evaluate a wide range of social media tools and techniques, identify which are relevant to their organisation, and refresh their own social media strategy and implementation plans.
- The Digital Business Leadership training course mixes theory with practical application so delegates can both explain how to manage social media activities and also deliver activities that generate value for their organisation as well as enhancing brand and reputation.
- They will develop confidence in their knowledge, skills and capabilities and also be more motivated to deliver the best digital outcomes for their organisation and stakeholders.

PROGRAM OUTLINE

RESPONDING TO THE MARKETPLACE
Introductions & Review of Experiences

- Pre-training assessment to give a benchmark for evaluating effectiveness of training programme
- SWOT review of experiences of online recruitment
- Opening exercise: personal and team goal setting for the training programme

Marketplace Challenges & Customer Needs

- Assessing emerging technologies and automation
- Responding to emerging competitors and digital disrupters
- Articulating who customers are and the benefits of digital transformation
- Creating two-way relationships that increase customer satisfaction

Organisational Leadership and Decision Making

- Introducing digital transformation into hierarchical organisations
- Shifting employees to a digital mindset through autonomy, mastery and purpose
- Essential digital skills for leaders
- Creating then executing a digital strategy

Benefits of Social Media and Digital Technologies

- Collaboration across the organisation
- Improved customer satisfaction
- Improved employee engagement and motivation
- Improved brand value and reputation

CUSTOMER SERVICE & CUSTOMER DATA
Starting with Social Media

- Using social media to identify and resolve customer problems
- Continuing conversations and building relationships over time
- Choosing platforms and apps for engaging, influencing and inspiring audiences
- Planning social media customer campaigns

Creating Ongoing Customer Touchpoints

- Developing meaningful conversations around brand, products and service
- Introducing customer generated content where people can share experiences and support each other
- Using a story hub to build deep loyalty
- Building customer communities

Using Data to Understand Customers

- Behaviours, spending patterns, what doing well, what not doing well as a business
- Analysing social conversations versus analysing transactional data
- Using data for forward planning and decision making

The Investment Required

- Training to improve social media engagement skills
- Essential infrastructure & the operating model
- Growing the customer service team
- Talent management and personal development

REPUTATION, BRANDING & PUBLIC RELATIONS
Developing and Managing Brand Identity Online

- Elements of a brand: logo block, strapline, typefaces, typography, colours, tone of voice, photographic style, grids
- Reproducing the brand online: words, images, design, video, audio
- Maintaining brand identity: putting your culture and identity into words, explaining the brand to different audiences
- Policing the brand online: ensuring consistency, finding champions to keep you on-brand

Digital Marketing and Public Relations

- Advertising & sponsorship
- Media relations & event management
- Government, regulators, opinion formers & influencers
- Community relations & CSR

New Product Development

- Soliciting customer ideas and feedback
- Involving customers in trials and launches
- Social media as an effective unfiltered focus group
- Crowdsourcing ideas from the internet

Creating Integrated PR Campaigns

- Social media's place in a comprehensive marketing plan that includes broadcast, print, direct mail and face2face activities
- Creating a nine step social media route-map that ensures the social media campaign delivers business benefits
- Messaging that works across multiple channels and drives traffic to your ultimate destination
- Creating content that can be adapted for different media and channels

:EMPLOYEE ENGAGEMENT

- Introducing Social Media for Internal Collaboration
- Pros and cons of the most popular social media apps for employee engagement
- Ensuring apps become well used and useful
- Providing training so employees have the knowledge and confidence to use social media apps
- Management tools to ensure employees use social media responsibly

Creating Internal Social Media Content

- Choosing between the wide variety of tools to create social media content including blogs, slides, video, infographics, quizzes and podcasts
- Tips to create engaging content employees find interesting, relevant and useful
- Creating an emotional connection with humour, human interest and storytelling
- Ensuring relevance with breaking news, experiences and personal exchanges

Capitalising on Employees' Social Influence

- When word of mouth and personal relationships are most effective
- Helping employees to become effective social media ambassadors
- Motivating employees so they continue to be active ambassadors
- Determining the impact of word of mouth.

Using Social Media for Recruitment

- Choosing between the raft of social media recruitment options
- Creating social media recruitment content
- Maximising recruitment efforts on LinkedIn, Twitter, Facebook, etc
- Improving the application process on the company website

REALISING THE BENEFITS OF DIGITAL
Diagnostic Tools

- Customer measures – engagement, feedback, etc
- Financial measures – return on investment
- Business measures – site traffic, query handling, awareness, etc
- Brand and reputation research

Reviewing Digital Activities

- Reviewing messages and content creation
- Auditing digital channel performance
- Benchmarking against other organisations and industry sectors
- Refreshing the digital strategy and activities

Action Planning

- Developing a personal action plan based on your strengths and areas for development identified during this programme

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