



**QUEEN'S  
UNIVERSITY  
BELFAST**

**WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE**

# STRATEGIC CHANGE LEADERSHIP FOR DIGITAL TRANSFORMATION

Develop the skills to lead strategic change  
Upgrade your leadership acumen  
Future Proof Your Leadership Skills

**SHAPING  
A BETTER  
WORLD  
SINCE 1845**

# STRATEGIC CHANGE LEADERSHIP FOR DIGITAL TRANSFORMATION

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Strategic Change Leadership for Digital Transformation is for experienced managers and leaders who seek to drive organisational transformation by acquiring the skills to thrive in changing-times.

This programme is about leading organisational change end-to-end. It is centred around the holistic, strategic level perspective of change management and leadership decision-making in a dynamic and technology-driven business environment. We shall develop a hands-on leadership playbook to identify strategic direction, inspire a case-for-change, stimulate organisational development and boost the organisation's competitive edge in our fast paced, digital world.

## LEADERS ARE INSTRUMENTAL IN DRIVING STRATEGIC CHANGE

Change initiatives can 'make or break' leaders, and can substantially shape the fates of enterprises. The ability to continuously mobilize behavioural change has become a mission-critical capability of any organisation. It is a widely held view that some 70 per cent of change efforts are unsuccessful. While many reasons have been given for this, one thing is evident: effective strategic leadership is the defining component to driving organisational change and is a core requirement to survive in today's business world. There is a huge upside to it: leaders that are engaged and show a dynamic propensity to change are shown to be more likely to achieve superior performance and to galvanise their teams to greater success.

## LEARN FROM THE EXPERTS AND RISE TO THE CHALLENGE

This programme will help reinvigorate leaders to thrive on the challenges of organisational transition and transformation. It will give you all the strategies, tools and tactics that have been successfully applied to complex and uncertain organisational contexts. You will learn everything from the 'big picture' items such as strategic choices, types, dynamics, inertia, processes and dimensions of organisational change, to the 'nuts & bolts' of orchestrating the transformation journey through engagement, communication, enablement and measurement. Putting insights into action, you will plot practical recommendations and solutions for your organisation to succeed.

## IT IS A MATTER OF BOTH MIND-SET AND SKILL-SET

In a technology-driven economy, organisational transformation requires both a profound shift in mind-set towards new interaction models and high proficiency in virtual leadership skills.

Through case-based learning and interaction, you will acquire the mind-set and skill-set to be implement organisational change in an integrated way. Take away a leadership toolkit to strategize, disrupt and administer change. Return to your organisation with an actionable plan on how to effectively foster strategy-aligned progress as a business leader in the age of system-wide change.

## MAXIMISE YOUR IMPACT THROUGH STRATEGIC CHANGE LEADERSHIP

Focusing on and improving the way we lead strategic change will have a direct impact on the overall effectiveness of the organisation, and on the personal impact of you as a leader.

This programme will equip you to explore the most important strategic change leadership issues faced by your organisation and assess the impact across operational boundaries and ecosystems. The programme will empower you to take on a change leadership role and powerfully deliver against your business goals, no matter how volatile the environment may be.

Now is the time to shape your leadership acumen for the future and strategize for change.

## THE WILLIAM J CLINTON LEADERSHIP INSTITUTE

### THE LEARNING EXPERIENCE AT OUR VIRTUAL RIDDEL HALL

Our Strategic Change Leadership for Digital Transformation Programme is delivered interactively from our online classroom in 5 days. Delivery is through Zoom and supported by our online learning platform. Our expert instructor led programme brings the rich William J. Clinton Leadership Institute Riddel Hall experience to you with our engaging, interactive online classes.

*"The course has given me the confidence to embrace change within my organisation from a more strategic level. The material and learning days were engaging, relevant and provided practical tools for embracing change at every level throughout my place of work. I cannot commend Dr Ulf and the team at Queens enough for how easy it was to participate and foster a 'spirit of class' amongst the cohort within the remote learning"* Jessica Anderson, Improvement Lead, South Eastern Health and Social Care Trust

*"I highly recommend this course, it provided great insight into the leadership mindset required for digital transformation and organisational cultural shift along with an overview of the tools and processes required for change management. I found the course highly engaging, fast paced with the facilitator highly knowledgeable and experienced. The learning materials and case studies provided were current, interesting and highly relevant."* Conor McKernan, Digital Strategist, Novartis

"I found the Strategic Change Leadership for Digital Transformation Programme very insightful. The teaching and course material provided a full overview of the digital transformation lifecycle and the case studies demonstrated examples of the relevant application of strategic methodologies into real world situations. I'd highly recommend anyone working in a change management role to consider attending the programme."  
Aidan Bennett, Digital Transformation Director, Blue Sky Ireland Ltd

 **Engage with your peers**

 **Build your network**

 **Share industry experiences**



## Apply Now and Develop Your Strategic Change Leadership Playbook

Lead change with a strategic focus and add value for your organisation. Future proof your leadership skills with practical tips, industry and research insights from the experts at Queen's University. Places are limited for this programme so get in touch today.

**Cost** £2000 (VAT is non-applicable)

View our website for the latest schedule and dates. Get in touch for more information and to discuss the course;

e-mail: [leadershipinstitute@qub.ac.uk](mailto:leadershipinstitute@qub.ac.uk)  
call us on 028 9097 4394

[www.leadershipinstitute.co.uk](http://www.leadershipinstitute.co.uk)

## The Strategic Change Leadership Programme Schedule

- 1 Day 1 Digital Era
- 2 Day 2 Change Leadership
- 3 Day 3 Strategy
- 4 Day 4 Transformation Roadmap

## Faculty



### Dr Ulf Bosch

The Strategic Change Leadership Programme is delivered by Dr. Ulf Bosch. Ulf is a highly experienced strategist and leadership expert, business consultant, author and keynote speaker and is Professor of Practice at Queen's Business School.

He holds a PhD in Strategy from King's College London and a MBA from the China Europe International Business School in Shanghai. Ulf has more than 20 years of international experience serving as Head of Organisational Change and Talent Management with top-management consultancies. He has personally lead multiple large-scale transformation and leadership programmes for some of the world's best-known organisations across various industries. Apart from his professional pursuits, Ulf is an award winning distance runner for his native Düsseldorf and motivates participants with his engaging real-world approach.



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## How to get more information

Visit our website for the latest availability, dates and fees:

[www.leadershipinstitute.co.uk](http://www.leadershipinstitute.co.uk) or contact us on **028 9097 4394**

or e-mail: [leadershipinstitute@qub.ac.uk](mailto:leadershipinstitute@qub.ac.uk)

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