



DIGITAL TRANSFORMATION, VALUE CREATION, AND BREAKTHROUGH INNOVATION

July 26–28, 2021 | Instructors: Michael Davies, Blade Kotelly | professional.mit.edu/dtvc

DAY 1: MONDAY, JULY 26

Topics (include lectures, hands-on work, laboratory work and social events as applicable)	Instructor(s)
Digital technologies: smartphones, cloud, IoT, AI/ML and advanced robotics	Michael Davies
Five forces that characterize the economic impact of digital technologies	Michael Davies
The key steps in the digital transformation, becoming a digital explorer and building digital business and digital ecosystems	Michael Davies
Organizational Self-Assessment	Michael Davies

DAY 2: TUESDAY, JULY 27

Topics (include lectures, hands-on work, laboratory work and social events as applicable)	Instructor(s)
The core of innovation in the organization	Blade Kotelly
3-Step Experience Centerlining Process	Blade Kotelly
K-Script articulation process	Blade Kotelly
K-Matrix white-space innovation	Blade Kotelly

DAY 3: WEDNESDAY, JULY 28

Topics (include lectures, hands-on work, laboratory work and social events as applicable)	Instructor(s)
Digital platforms, business ecosystems, co-evolution, bottlenecks and value capture	Michael Davies
Overcoming organizational obstacles	Michael Davies
Roadmapping Your Digital Transformation exercise	Davies/Kotelly
Presentation of roadmaps	Davies/Kotelly