Lesson Goal: Recognize the concepts underpinning effective digital leadership

Your high-end retail business is going through dramatic change and you recognize the need to be digitally minded in the current business environment. As you are heading up this transformation you take it upon yourself to become the digital leader.

Create a digital transformation strategy, taking the following considerations into account:

- Set the vision, direction, and the tone for the organization
- Create sustainable and scalable digital programs
- Hire A-players who can carry the vision forward
- Measure impact to improve and optimize
Lesson Goal: Recognize the concepts underpinning effective digital leadership

Develop a list of goals for either your own business or the fictional business previously used.

These should help to track, report, and measure the success of your global digital strategy.

Be aware of the following considerations when completing this task:

- Set SMART objectives
- Recognize that these can be dynamic to align with the strategy as it becomes more sophisticated
Exercise 3

Lesson Goal: Outline how you can become an effective digital leader

Develop an executive profile on all relevant social media platforms, for either your own business, or the fictional business in Exercise 1.

Your executive profile should include:

- Professional photo
- All fields completed
- Concise and impactful bio
- Multimedia content
- Leadership content featured
- Alignment with company brand or ethos

This should then be used to build your network with the relevant stakeholders by sharing relevant, carefully curated, or self-written content across various platforms.
Exercise 4

Lesson Goal: Recognize the steps needed to implement a digital strategy

You are the marketing manager of an online electronic goods retailer and recognize that your marketing team is using fairly outdated methods in their marketing activities.

You want to bring them up to speed and recognize the need to deliver a training program in order to achieve this.

Part 1

Develop an engaging training program based on the guidelines below:

- Identify the knowledge gaps and skill sets that you need to fill
- Create a program curriculum that bridges these gaps
- Establish whether it is more effective to produce or buy classes that meet the curriculum needs
- Establish the logistics (for example, location, group sizes and so on)

Part 2

Establish a plan that will enable you to motivate your team, using the following tools:

- Gamification and recognition mechanisms
- Incentivization
- Competitions
- Communications
Exercise 5

Lesson Goal: Recognize the steps needed to implement a digital strategy

You are a long-established education provider and have begun to implement a digital strategy.

However, there are many staff members that fail to see the long-term benefits of this shift. In order to overcome this, you are tasked with the following:

- Create a newsletter that will be distributed to all internal stakeholders detailing the reasons for the change and the potential impacts that it could have.
- Create a company-wide employee advocacy program.
Lesson Goal: Recognize how to evaluate and report on your digital strategy

You are a marketing executive for an online travel retailer who has recently undergone a digital transformation; an initiative that has begun to reap positive results.

It is important to communicate the results of this to senior stakeholders in order to retain their support.

Therefore, you have been asked to craft an impactful report. Ensure that you consider the following:

- KPIs and metrics that these stakeholders care about
- The best reporting format
- Continued feedback loops
- Plausible recommendations