

The 8 Fields of Digitalization

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This seminar gives executives and process participants a methodological—above all, hands-on—insight into the world of digital transformation. You'll get an overview of the key aspects, methods, and measures that interact within digital transformation. You will develop a clear understanding of digitalization in the retail sector and learn about the most important technology trends. Get to know the 8 fields of digitalization and discover how to leverage them as an opportunity for your company.

+ Target Group

Executive management as well as specialists and leaders from all company areas who drive (or plan to drive) digital transformation within their organization.

+ Customization

Together we tailor the agenda to your company's needs—in both duration and content. You can also choose to hold the seminar on-site or conveniently online.

+ Agenda

Welcome, introductions, and goal setting

Digital transformation – how to make change succeed

- + Retail 4.0: fundamentals, trends, and technologies
- + Between hype and reality: where are the opportunities?
- + Laying the foundations: digital strategy & culture in the company

The 8 fields of digitalization

- + Overview of approaches and success factors for a company-wide digital transformation

Spotlight 1

- + Customer orientation
- + Entrepreneurship
- + Autonomous working conditions
- + Collaboration

Spotlight 2

- + Digital technologies / processes
- + Agility
- + Leadership
- + Innovation

Feedback and open exchange

Optional on request:


An assessment of your company regarding the 8 fields (or a selected subset).



Contact

... we look forward to hearing from you:

 **Angelina Schock** | Managing Partner
schock@gcs-consulting.de

 **Andreas Franke** | Managing Partner
franke@gcs-consulting.de

 **Address**
GCS Consulting GmbH
Firkenweg 1
85774 Unterföhring (Munich)

 **Fon** +49 89 891365 -0
 **Fax** +49 89 891365 -29

 **E-Mail** info@gcs-consulting.de
 **Website** www.gcs-consulting.de