

Big Kahuna Leadership Exclusive Roundtable

*Building activists for technology-led
strategic transformation*

Wednesday 10 December 2014

or

Thursday 11 December 2014

Melbourne

“Digital transformation is causing a tectonic shift in how companies are structured and led, and how they perform and compete...Digitization is increasing the pace of change throughout the economy, even in sleepy mainstream industries”

- Pierre-Yves Cros, Chief Development Officer, CapGemini

Every business is now a technology business!

However, technology is no longer the sole province of the Chief Information Officer. We need senior executives to become activists for technology driven strategic transformation.

The digital transformation of nearly all organizations requires that C-level executives and boards be advocates for technology-led strategic transformation.

Several [recent reports](#) including the Donovan Leadership [Big Kahuna Leadership Survey](#) have highlighted the need for investment in developing transformational leaders.

It makes good business sense to do so. A report produced by the Economist Intelligence Unit clearly shows that those companies that have linked their technology and business strategy, [outperform their peers by a margin of almost two to one.](#)

[A study done jointly by CapGemini and MIT's Center for Digital Business](#) also found that companies that are 'digital masters' are on average 26% more profitable than their industry peers.

This leadership roundtable is an investment in developing leaders who can 'change the game.'

This means understanding how to become a transformational leader; how to link effectively strategy, leadership, and governance; and having a deep and structurally sound vision of a future shaped by advances in technology and societal change.

Lynda Applegate from Harvard Business School is our workshop facilitator. She has a wealth of experience working with C-level executives. She has helped them to prepare their organisations to gain a competitive advantage by understanding how to lead strategic transformation.

What you will get from attending

You can expect the following outcomes:

- Leave with a sense of excitement about the opportunities for technology driven strategic transformation
- Be equipped to initiate and support transformation
- To have more confidence in discussing options and approaches for digital transformation in your organisation
- Acquire the tools to develop your own vision for strategic transformation in your organisation
- To gain an increased appreciation for technology and it's link with societal trends
- Take away your own action plan for implementation of strategic transformation initiatives
- Get an insight into the dominant forces that will shape the future of organisations and society
- A practical understanding of what it takes to lead successful strategic transformations
- Connect with other senior executives and share the challenge and opportunity of strategic transformations

Who is invited to attend?

If you are someone who:

- Is leading a service based organisation in a digital world
- Recognises the increasing imperative for alignment of digital transformation and business strategy
- Recognises that cost-benefit models can now reflect the opportunities arising from digital transformation
- Would like to influence your organisation to be more globally competitive
- Wants to understand how you could contribute to changing the game in your organisation
- Is seeking to link strategy, leadership and governance to make a difference in your business
- Is interested in the opportunity that the intersection of technology, business and the market place presents
- Can see the opportunity of digital transformation for competitive advantage
- Is interested in being an activist for technology driven strategic transformation
- Is committed to expanding your leadership influence

WHAT

**Big Kahuna Leadership
Exclusive Roundtable**

WHEN

**Wednesday 10 December 2014
or
Thursday 11 December 2014
2hr sessions – times to be advised**

WHERE

Sponsor's Boardroom

COST

\$5,000 plus GST per 2hr session

About our facilitator



Lynda M. Applegate is the Sarofim-Rock Professor of Business Administration at HBS and serves as Faculty Chair of the HBS Business Owner Portfolio of executive programs, which includes the Owner President Management and Key Executive programs and its newly-

launched Global Immersions for Business Owners. Since joining the HBS faculty over 28 years ago, Lynda has held a variety of leadership positions, including serving as the head of the Entrepreneurial Management Department, Cohort Chair of the MBA program, and head of Field Based Learning. Between 1995 and 2003, she served as Co-Chair of the Harvard Policy Group on Networked Government Services and she also served on the Harvard University Provost's Technology Advisory Council.

Lynda's current research and recent publications focus on leading radical business and industry transformation in the face of significant industry, technological, capital market, and regulatory turbulence. She is the Series Editor for the *Core Readings in Entrepreneurship* series, published by Harvard Business Publishing. In addition, she is the author of over 40 articles, books, and book chapters, and over 350 published case studies, online learning DVDs, and course materials.

Lynda is the recipient of numerous HBS awards for her research, teaching, and service to the school. Most recently, she was awarded the Robert F. Greenhill award for her outstanding contributions to HBS. She has also received Harvard Business School's Berol Award for Research Excellence and its Apgar Award for Innovation in Teaching. In addition, she has also won numerous "Best Paper" awards for her academic research on 21st century business models and on executive team decision-making and collaboration.

Lynda is an active international consultant and has served on the board of directors of both public and venture-backed companies. She was a member of the Board of Trustees of the Massachusetts Technology Leadership Council, a member of the Industry Advisory Board for NASDAQ, and the GAO's Executive Council for Information Management and Technology. Lynda has also served as a policy advisor on a Blue-Ribbon Panel to define a National Research Agenda on the development of the Network Economy and as a member of a roundtable panel for President Clinton's Commission on Critical Infrastructure Protection.

The seminar leader has over 30 years of experience in working with C-level executives to help them to prepare their organizations to gain a competitive advantage by understanding how to lead strategic transformations.



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