



# LEADING DIGITAL TRANSFORMATION

SILICON VALLEY IMMERSION PROGRAM  
FOR CORPORATE EXECUTIVES

## SAMPLE PROGRAM AGENDA

October 8th-12th, 2018  
January 21th-25th, 2019



**SILICON VALLEY**  
INNOVATION CENTER



## INTRODUCTION

Disruption has touched many industries in the past, but, with exponential nature of technology advancements, the pace of change is continuously accelerating and disruption will be touching almost every industry in the coming decade.

New technologies such as big data and analytics, software as a service, cloud computing, mobile devices, social media, Internet of Things, blockchain, machine learning and artificial intelligence are changing the playground and rules of competition across industries. These technologies create significant new business opportunities and those businesses who aggressively innovate will also thrive in the times of digital revolution.

The **Leading Digital Transformation** program from Silicon Valley Innovation Center provides you an integrated view of how to discover new business opportunities from emerging technologies and how to fully capitalize on these opportunities with significant positive impact on your business by making innovation part of your company DNA.

All industries go through a life-cycle of introduction, growth, maturity, and eventually decline. With a slew of new technologies going mainstream, the life-span of industries is getting shorter and shorter. Corporations need to reinvent their business portfolio at a much higher rate, drive innovation internally thru their own innovation labs and leverage external innovation by startups.

The purpose of this five-day program is to foster knowledge sharing and intense dialog on how to leverage new technologies for your business and how to lead change in your organization. The program connects participants with thought leaders, innovators and practitioners to experience the hands-on approach to innovation in the world's largest startup ecosystem in Silicon Valley supported with a series of real-life case studies from enterprises who have already achieved successes in their digital transformation programs.



*"The future is not only a place where you will go, it's a place you will invent."*  
**Nancy Duarte, CEO, presentation designer**



## PROGRAM OBJECTIVES

The program equips participants with the needed knowledge and practical tools to lead digital transformation of their company by **becoming innovation leader** and **defining business strategy**.

### BECOME INNOVATION LEADER

- How to invest in new businesses like in startups?
  - How to start new businesses?
  - How to drive innovation internally?
- How to leverage external innovation done by startups?
  - How to become a tech savvy company?
  - How to implement innovation culture?

### DEFINE BUSINESS STRATEGY

- What are the next generation digital technologies?
- What new business opportunities are opening up?
- What are the business models of the digital economy?
- What are the consumer and business customer expectations?
- What are the contemporary digital marketing techniques?
- What are the new digital platform businesses and ecosystems?

This immersion program connects you with best thinkers and practitioners from the Silicon Valley startup ecosystem, technology leaders and corporations by means of engaging presentations, intense discussions with experts, interactive workshops and company visits.

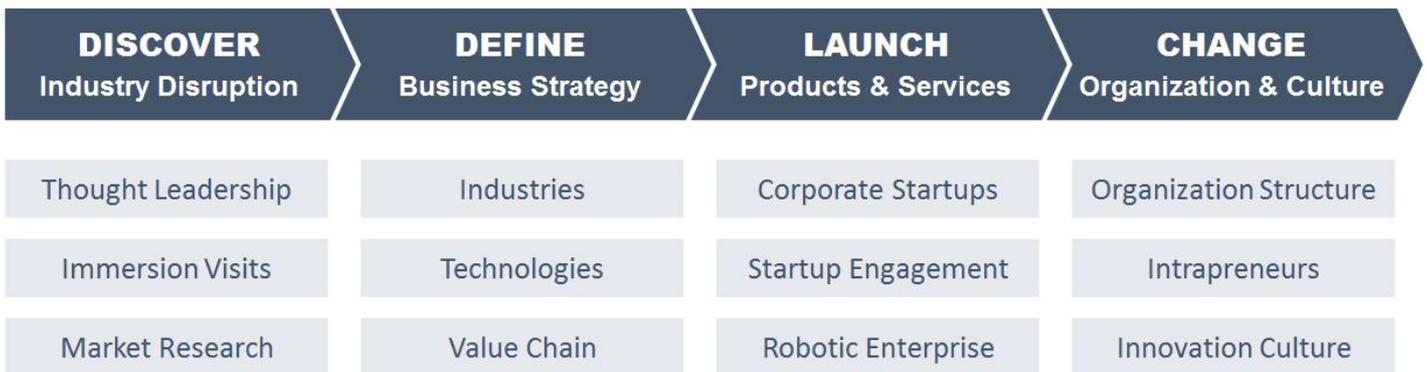


## BECOME AN INNOVATION LEADER

Innovation is on the top of the mind of every senior executive. To succeed in the times of digital revolution, every company in every industry needs to become an “innovation powerhouse” and undertake multiple transformational innovation initiatives, while running their traditional business.

We analyzed hundreds of best practices of innovation leaders among startups and corporations in traditional industries and create a **Corporate Transformation Blueprint** that companies can use to drastically advance their innovation capabilities.

### CORPORATE TRANSFORMATION BLUEPRINT



It is not sufficient to simply do a reorganization or make a couple of acquisitions. It is critical to have a sound business strategy before jumping into any innovation initiative. The company needs to be clear where to innovate internally and where to leverage external innovation by partnering with startups.

For the identified innovation streams, intrapreneurs need to be identified and innovation teams formed. An innovation board must be established to provide the overall innovation governance. Organizational realignment is required to make the innovation engine work. Vital shifts are needed to adopt innovation culture, establishing it as part of new company’s DNA.



## DEFINE BUSINESS STRATEGY

Business executives are well familiar with digitization of photography, newspapers and movies distribution, where the physical product got replaced with digital media. The evolution in music went beyond streaming services to even further enhancing the user’s experience.

We analyzed multiple products, business models and the evolution of value chain in different industries, which had already been impacted by digital transformation, and we created a **Value Transformation Framework** that allows companies to model the future of their product in the digital ecosystem.

### VALUE TRANSFORMATION FRAMEWORK



We have entered the time of the “Fourth Industrial Revolution”, where technology breakthroughs go beyond automation of production or digitization of information. Science is now advancing to the point where researchers are capable of deconstructing and producing new forms of physical and biological matter at an atomic, molecular, and supramolecular scale.

Something unique and unprecedented is happening: the boundaries between physical, digital and biological worlds are blurring. Multiple emerging technologies including artificial intelligence (AI), the Internet of Things (IoT), robotics, nanotechnology, 3D printing, synthetic biology and genetics are reaching their maturity. Digital transformation is the most impactful technological evolution till today, yet it needs to be forecasted and planned in full context of the upcoming technological advancements in physical and biological worlds.



## ADOPT AN INNOVATION CULTURE

### CORPORATE

### VALUES

Company's culture starts with its corporate mission. But many mission statements today are simply business slogans that don't carry any philanthropic value. More is expected today. Creating a purpose-driven organization is the only way to fully to lead and excite everyone in the company. That's where innovation culture starts.

### EMPOWERMENT

At Google, "innovation comes from anywhere" is a number one principle of innovation culture. What it means is that innovation is in nobody's job title, but is everyone's responsibility. Everyone is measured on metrics of value creation.

### FLAT

### ORGANIZATION

Today, the traditional hierarchical organization is giving its way to "Holacracy" – an alternative philosophy for organizational design that brings structure and order to the workplace without overbearing bureaucracy. Lean organizations, autonomy for individuals and teams, efficient meetings, and rapid decision-making are some on the elements of this method. Zappos is known as a pioneer in successfully deploying these practices.

### BIG

### THINKING

Bold ideas open up new horizons. Jack Welch institutionalized as part of GE strategic planning to look at the markets where the current market is only a part of it. People who are encouraged to think "big" – think differently and find new solutions where others don't.

### CUSTOMER

### CENTRICITY

"Customer Obsession" is the first of fourteen leadership principles identified by Amazon. Regardless of the industry, putting customers first is a key mechanism to aligning the whole organization towards valuable outcomes and leaving internal politics in the rear-view mirror.

### EXPERIMENTATION

Innovation means trying out new ideas and this is understood as "experiments" or "startups." Teams are not penalized for failure in such attempts, and having only a few failures means simply that the organization is not trying hard enough. Along the way, some experiments are getting killed, but people take the best ideas and redeploy them as new products...so the time spent "failing" is never wasted.

### AGILITY

Startups that succeed are able to execute with limited resources by innovating through prototyping, fast cycles, minimum viable products, ideation, etc.—an approach known collectively as "agility." In fact, the cash constraints that most startups face create a unique dynamic of pitching for funding and bootstrapping to reduce costs.



## AGENDA AT A GLANCE

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**DAY 1**    **Digital Revolution is here and now**  
Fundamental changes in the way we live and work

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**DAY 2**    **The Next Generation of Digital Technologies**  
IoT, AI and Blockchain are going mainstream

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**DAY 3**    **Digitization of Everything**  
New business models and personalized user experiences

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**DAY 4**    **Innovative Application of Emerging Technologies**  
Examples of industry specific and functional use cases

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**DAY 5**    **Accelerate Corporate Innovation**  
Case studies and best practices from Silicon Valley



*In today's era of volatility, there is no other way but to re-invent. The only sustainable advantage you can have over others is agility, that's it. Because nothing else is sustainable, everything else you create, somebody else will replicate.*

**Jeff Bezos, CEO, Amazon**



# DAY 1

## Digital Revolution is here and now

Fundamental changes in the way we live and work

The first day of the Leading Digital Transformation program sets the scene for the week. The opening presentation by SVIC is on the big picture of industry disruption, the fourth industrial revolution and the future of business. You will hear from Oracle about advancements in cloud computing and its importance as a baseline digital innovation platform. Touch and feel the “computer on wheels” during your Tesla test drive. Gregory La Blanc will share an academically aggregated knowledge about the fundamentals of digital transformation and its impact on business. You will look behind the curtain at Amazon’s innovation spirit and aggressive pursuit of new opportunities driven by sharp focus on customer needs.

Time	Session	Type
9:00 - 9:15 AM	<b>Welcome &amp; Opening Remarks</b> <i>Silicon Valley Innovation Center</i>	
9:15 - 10:45 AM	<b>Digital Revolution and the Future of Business</b> <i>Silicon Valley Innovation Center</i>	<b>Presentation D1.1</b>
10:45-11:00 AM	Coffee Break	
11:00 -12:30 PM	<b>How to win in the digital Era? - Digital transformation through cloud systems</b> <i>Oracle</i>	<b>Presentation D1.2</b>
12:30 - 1:30 PM	Coffee Break	
1:30 - 2:00 PM	<b>Tesla car test drive</b> <i>Silicon Valley Innovation Center</i>	<b>Technology Experience</b>
2:00 - 3:30 PM	<b>The fundamentals of digital transformation of businesses: Scenario planning as a tool to reinvent business models</b> <i>Gregory La Blanc, Faculty Director and Instructor of UC Berkeley Center for Executive Education</i>	<b>Workshop D1.3</b>
3:30-4:00 PM	Transfer to Amazon	
4:00-5:00 PM	<b>Lessons in Digital Transformation: Amazon 101 - The Secret Sauce and Main Principles of Amazon Innovation</b> <i>Amazon</i>	<b>Company Visit D1.4</b>



## DAY 2 **The Next Generation of Digital Technologies** IoT, AI and Blockchain are going mainstream

The second day focus is on the next generation of digital technologies such as Big Data, Machine Learning, Artificial Intelligence, Internet of Things and Blockchain. You will discover new new ways to gather amazing insights about your business and your customers. Ed Fernandez is a renowned expert in AI and Avaamo developed deep domain models of AI applications for multiple industries. In addition, you will learn about the strategy behind Google’s incomparable brand and a visit to HPE will let you deep dive into the world of big data, IoT and cloud computing. Your technology insights will be complemented with best practices in innovation and agile product development during the last workshop of the day.

Time	Session	Type
9:00 - 10:30 AM	<b>Evaluating the Impact of Artificial Intelligence (AI): Trends and Failures</b> <i>Ed Fernandez, Founder and Partner, Naiss</i>	Presentation D2.1
10:30 - 10:45 AM	Coffee Break	
10:45-11:30 AM	<b>Fast Tracking Business Process Transformation with Artificial Intelligence</b> <i>Avaamo</i>	Presentation D2.2
11:30 -12:30 PM	<b>How to build an impactful digital brand</b> <i>Google</i>	Presentation D2.3
12:30 - 1:30 PM	Lunch & Network with Aprajita	
1:30 - 2:00 PM	Transfer to HPE	
2:00 - 3:30 PM	<b>Technology Innovation that fosters business transformation. AI, ML and IoT In The Digital Age</b> <i>HPE</i>	Company Visit D2.4
3:30-4:00 PM	Transfer to SVIC	
4:00-5:30 PM	<b>Integration of new technologies through lean startup principles: Innovation through leadership</b> <i>Silicon Valley Innovation Center</i>	Workshop D2.5



## DAY 3 **Digitization of Everything**

New business models and personalized user experiences

On day three the participants will have chance the have a first-hand experience with Silicon Valley by visiting some of the biggest and most innovative companies. The day will start with a presentation by 500 Startups, one of the leading accelerators, followed by a visit to Slack, where the participants will learn about advancements in communication. In order to create personalized customer experiences, the participants will visit Whipsaw and will learn how to establish innovation teams and kick-start innovation pilots. A roundtable discussion on innovation practices will set your business apart and will empower the participants to share and learn new industry lessons from their companies.

Time	Session	Type
9:00 - 10:30 AM	<b>Insights from early stage investment in startups</b> <i>500 Startups</i>	Company Visit D3.1
10:30 - 11:00 AM	Transfer to Slack	
11:00 - 12:30 PM	<b>How to improve collaboration and efficiency? Lessons on the importance of workflow and lean processes to increase collaboration</b> <i>Slack</i>	Company Visit D3.2
12:30-1:00 PM	Transfer to Restaurant	
1:00 -2:0 PM	Lunch	
2:00 - 3:00 PM	<b>From Prototype to Product: Company Formation, Corporate Structure, Product vs. Outsourcing, Accelerators and Incubators</b> <i>Whipsaw</i>	Company Visit D3.3
3:00 - 3:30 PM	Transfer to Silicon Valley Innovation Center	
3:30 - 5:00 PM	<b>Roundtable Discussion: Integration of new technologies in mature companies</b> <i>Silicon Valley Innovation Center</i>	Workshop D3.4
5:30 - 7:30 PM	<b>Group Dinner in San Francisco</b>	



## DAY 4 **Innovative Application of Emerging Technologies**

Examples of industry specific and functional use cases

On day four, you will be learn more about applications of AI, Machine Learning, Blockchain and IoT in different industries. Your will hear from IBM about specific use cases for different industry verticals. You will learn from ICIX about blockchain and its applications in retail and supply chain. Tracy will elaborate on how to improve sales and marketing intelligence through cross-functional platforms. Andy Zhulenev will present the value transformation framework including insights into the ongoing changes in the information technology industry. The group will learn about evolution in user interfaces, business process automation, and typical business models of the digital economy. Menlo Ventures will showcase their three portfolio companies in IoT, blockchain, customer-centricity for you to hear first hand from amazing startup entrepreneurs about their bold product ideas.

Time	Session	Type
9:00 - 10:30 AM	<b>IBM Digital Reinvention: Adoption of IoT, Machine Learning and AI</b> <i>IBM Innovation LAB</i>	Company Visit D4.1
10:30 - 11:00 AM	Transfer to SVIC	
11:00-11:45 AM	<b>Blockchain applications: Use case of retail &amp; supply chain</b> <i>ICIX</i>	Startup Showcase D4.2
11:45 - 12:30 PM	<b>How to improve marketing &amp; sales intelligence: cross-functional integration of systems and platforms</b> <i>Branch</i>	Startup Showcase D4.3
12:30 - 1:30 PM	Lunch	
1:30 - 3:30 PM	<b>Apply Value Transformation Framework to your products, company and value chain participation</b> <i>Andy Zhulenev, Vice-President, Silicon Valley Innovation Center</i>	Workshop D4.4
3:30 - 4:00 PM	Transfer to Menlo Ventures	
4:00 - 5:00 PM	<b>Startup Showcase on IoT, Blockchain, ML, AI</b> <i>Menlo Ventures</i>	Startup Showcase D4.5
5:30 - 8:00 PM	<b>Networking Reception in San Francisco</b>	



# DAY 5 **Accelerate Corporate Innovation**

Case studies and best practices from Silicon Valley

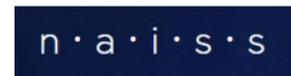
There’s no “one size fits all” when it comes to innovation. Therefore, through a series of real-life case studies, the participants will have the chance to learn from some of the most impressive success stories in Silicon Valley. Learn first-hand from business leaders who completely changed the course of two mature companies by adopting digital technologies to their business. During the third session the participants will get familiar with lean startup methodology and its applications in the corporate world. To wrap up the program, during the last session the participants will discuss potential applications of the innovation frameworks introduced during the week and will recap on key lessons and takeaways.

Time	Session	Type
9:00 - 10:00 AM	<b>Case Study: Real-life story of leading digital transformation</b> UL Ventures	Presentation D5.1
10:00 - 11:30 AM	<b>Digital Transformation: Best Practices from Silicon Valley</b> Western Union Digital	Presentation D5.2
11:30-12:15 PM	Lunch	
12:15-1:30 PM	<b>Accelerating corporate innovation through innovation teams</b> Silicon Valley Innovation Center	Workshop D5.3
1:30 - 1:45 PM	Coffee Break	
1:45 - 4:00 PM	<b>Organizational behavior in high performing companies</b> Silicon Valley Innovation Center	Presentation D5.4
4:00 - 5:00 PM	<b>Key Takeaways &amp; Closing Remarks</b> <i>Silicon Valley Innovation Center</i>	Workshop D5.5



## PARTICIPATING COMPANIES

Silicon Valley Innovation Center organized this program in collaboration with with speakers from leading technology companies, innovative startups, accelerators and venture capital firms





## HERE IS WHAT PREVIOUS ATTENDEES HAD TO SAY



Many thanks for the great week. I enjoyed my visit to Silicon Valley. It was very inspiring. SVIC put a great program together. Thank you for making our visit a memorable event! I look forward to keeping in touch!

**- Enrique Aznar**

Group Chief Values & Culture Transformation Officer,  
VimpelCom



Thank you for the fantastic experience! That was an amazing and inspiring program. I'm a different person since last week. Thank you for the impact you made.

**- Henno Janmaat**

CEO, Inspiring People



Thank you for such a wonderfully inspiring week. Your commitment, attention, and stimulation made for a very thought provoking week. It was truly transformational. I look forward to keeping in touch!

**- Jacki Johnson**

CEO, IAG New Zealand



I just wanted to thank SVIC for all of the effort and organization that you put into the executive program. It was absolutely wonderful and truly inspiring to be a part of the group, get acquainted with the business culture of Silicon Valley and visit top Silicon Valley companies.

**- Chaiwat Kovavisarach**

President & CEO, Bangchak

# ABOUT US

Silicon Valley Innovation Center empowers senior-level executive leaders from around the world to uncover business growth opportunities behind the threats of disruptive technologies.

Since 2011, we have organized hundreds of corporate innovation programs, board study tours and executive education programs for corporate executives, business owners, board members of global businesses and government leaders in Silicon Valley and beyond.

# CONTACT US

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