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MAKING A STEP CHANGE IN ORGANIZATION AND ASSET PRODUCTIVITY: IMPLEMENTING HOLISTIC DIGITAL TRANSFORMATIONS

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Technology and digital trends are continuously transforming today's business environment, leading to unprecedented uncertainty across customers, competition and talent. To keep pace means to reinvent your business from the core across its people, processes, and value proposition. This requires rethinking how you find, capture, and sustain value. Companies that digitally automate their processes, connect with customers through digital efforts, and innovate using their digital capabilities, have revenue that's 10% higher than the industry average, and are 20-30% more profitable.

Over the past weeks, GPCA and McKinsey have jointly conducted the "Digital Quotient Survey" across GPCA member companies and received overwhelming response from 200+ participants. The survey provides an objective and comprehensive measure of a company's digital maturity across strategy, culture, organization and capabilities that correlates to its financial performance. The results from the survey will form the backbone of this workshop, as it takes participants through a journey into the future and discusses how a holistic digital transformation across all business areas can yield benefits for an organization.

WHAT TO EXPECT FROM THIS WORKSHOP?



This workshop will cover a wide range of topics around the theme of implementing holistic digital transformations. The individual sessions will be delivered by leading global McKinsey experts in a variety of formats including live demos, breakouts and panel discussions. The day will kick-off with a discussion about the "Digital Quotient" survey results, where experts will deep dive into the opportunities and challenges within the region and present some interesting statistics. This will be followed by several thematic sessions across functional areas including manufacturing, supply chain, sales and marketing, procurement, capex, etc., bringing you the latest trends, concepts and strategies to implement functional transformations. The sessions will also be complemented with live demos of proprietary tools from the McKinsey Digital Capability Centre which will offer attendees a hands-on experience of the power of digital solutions.

WHAT WILL ATTENDEES LEARN?



Digital transformations are particularly challenging as they require the upskilling of generations and the creation of completely new jobs and competences. They also cause traditional jobs to evolve, and create the need for data transparency and shared objectives which requires many stakeholders from different units to work "across silos" in a new way to achieve their outcomes; it also requires the readiness to react fast and frequently revise plans to adapt to an unpredictable market, leading to an empowered organization taking decisions at a fast pace. Significant investments and a long timeframe are also needed to deliver its full value creation potential. This workshop will help leaders understand key success factors behind implementing a digital transformation at scale across functional areas and fundamentally changing the way of working to yield a step change in productivity and efficiency.

WHO SHOULD ATTEND?



This workshop is catered towards C-level officials such as CEOs, CIOs, head of strategy, head of business units, heads of supply chain, heads of manufacturing, heads of marketing and sales, heads of procurement, and so on. The workshop is specifically targeted at senior executives of an organization, focusing on key strategic moves, critical to a transformation.

***Attendance free of charge for GPCA member companies**

To register, please contact Ms. Ammara Shahiryar:

Email: ammara@gpca.org.ae | Telephone: +971 4 451 0666 ext 101



GPCA HQ

1601 and 1602, Level 16,
Vision Tower, Business Bay,
P.O. Box: 123055, Dubai, UAE

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