

THE
PREPARATION
COMPANY®

**THINKING
LIKE A
DIGITAL
NATIVE™**



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Introduction:

Companies that have been born in the last 10 years, 'digital natives' understand and serve their customers in a fundamentally different way than legacy businesses. A key driver of are the leaders who think like 'digital natives'. Based on research, the course helps you think like a digital native to be successful in a world where every business is a platform, technology, and data business.

“If your company was born in the last 5 years, what would be different?”

The Experience:

This is an imagination-centric, future-centric, and design-centric course that helps you connect the dots between business models, technology, design, people, and cultures. This is a one-of-its kind course that challenges your thinking with global, cross-cultural perspectives to help you become a digital native leader. You will be able to apply this thinking to any business situation, organization model, project, process design or in your own job.

The participants will be graduated from this course with a path-breaking innovation in dynamic NFTs. Each participant upon successful completion will mint a dynamic NFT – MyLearningNFT™ – this will help the participants to keep learning on course leader selected topics to keep their NFT alive. If their NFT is in the top two tiers upon completion of six months after the course, they will receive certain benefits to continue to learn other courses.

Top five takeaways from this course:

1. Understand a framework and be able to decode, explain industry disruption
2. Map the co-relation between business models and technology
3. Understand the economic value of design
4. Gain foundational insights into the latest trends: Platforms, Super Apps, Digital Wallets, Web3, NFTs, Blockchain, Metaverse, Future of Work, Subscription models, Health-tech, Retail-Tech and much more
5. Map the value of digital through the framework of Time saved, Time Spent, Time Invested and Value to Customer, Ecosystem and Operations

Duration

A total of 25 hours of live course leader led sessions including a one-hour course introduction session. This is spread across 12 bi-monthly sessions of two hours each. In the alternative weeks the participants will have course work to complete. The participants will be connected to the cohort, course leader and all materials through a world class virtual classroom.

Program Outline

Sessions

1. Inspiring, Organizing work and Forward Focus
2. Care, Simplify and Curiosity
3. Boundaryless, Diversity and Expertise
4. Nimble, Creating Value and Automation

Session 0. Introduction

In this session, the participants are introduced to the program context and objectives. The participants are familiarized to the virtual classroom, LMS and other tools involved in the course. They also will be given a pre-work assignment to outline their specific objectives in attending this course.

Key Course Work:

- a. Pre-read State of Digital Enterprise Report
- b. Complete and submit self-objectives for attending the course

Session 1: Decoding disruption

1. Start-Ups access to distribution Vs Incumbents access to innovation
2. Introduction to Digital Natives

Key Outcomes:

- a. Map Start-Ups scalability Vs Incumbents innovation for your company/industry
- b. Individual Action Plan – Do more & Learn More

Session 2: Platform Businesses and Ecosystems

1. Understanding Platform Business Models
2. Designing Network effects
3. Creating new revenue streams

Key Outcomes:

- a. Mapping networks effects for your company or a company in your industry
- b. Individual Action Plan – Do more & Learn More

Session 3: Building Cross-Industry and Dissimilar Capabilities

1. Why do companies' cross industry boundaries to disrupt?
2. Why and how companies build unnatural capabilities?
3. 'How-To' identify unnatural capabilities for your company or industry

Key Outcomes:

- a. Mapping dissimilar capabilities for your company or industry
- b. Individual Action Plan – Do more & Learn More

Session 4: Introduction to Super-Apps

1. Introduction to Super Apps, Digital Wallets
2. Applicability of Super Apps across industries
3. Super App Vs Conglomerate Services

Key Outcomes:

- a. Mapping the Super-App opportunity for your company
- b. Individual Action Plan – Do more & Learn More

Session 5: Digital Value Framework

1. Understanding value to customers, ecosystem, and operations
2. The digital journey and learnings from successful transformations

Key Outcomes:

- a. Mapping the value of digital for your company for customers, ecosystem, and operations
- b. Individual Action Plan – Do more & Learn More

Session 6: Digital and the Experience Economy

1. Understanding the value of time saved, spent, and invested for customers
2. Overlay of experience economy framework of time on value to customers, ecosystem, and operations

Key Outcomes:

- a. Mapping the value of digital on dimensions of time as an overlay on Session 6, interim course work
- b. Individual Action Plan – Do more & Learn More

Session 7: Future of Work

- 6 Elements of Future of Work
- Impact of digital on talent pools
- Cultural impact of digital on companies

Key Outcomes:

- a. Mapping the impact of Future of Work on your company and jobs
- b. Individual Action Plan – Do more & Learn More

Session 8: Design and Economic Value

- Design as a key principle of business strategy
- Introduction to Imagine.Design.Prepare.Lead® approach to design
- Economic value of simplicity

Key Outcomes:

- a. Design brief exercise for a project or assignment or a scenario in your company
- b. Individual Action Plan – Do more & Learn More

Session 9: The Hyperloop of Digital Change

- Understanding multiple loops of change in a digital transformation
- Introduction to Purpose.Process.People© approach to change management
- Understanding elements of change in digital transformation

Key Outcomes:

- a. Design brief exercise for a project or assignment or a scenario in your company
- b. Individual Action Plan – Do more & Learn More

Session 10: Five Habits of Digital Natives

- Understanding leadership capabilities for a digital native world
- Five habits of digital native companies

Key Outcomes:

- a. Individual Action Plan – Do more & Learn More

Session 11: Course Re-Cap and NFT Graduation

1. A recap of key frameworks, learnings, and examples from the full course
2. Introduction to MyLearningNFT™
3. Minting of MyLearningNFT™

End of course in session work:

- a. Course Feedback



Your Course Leader

Hari Abburi

Author, Speaker, Consultant,
Course Leader On Strategy, Agility and Digital
Co-Founder MyLearningNFT™
Board Member

Client Experience

- Adidas
- Publicis Sapient
- Bank Of America
- Edelweiss Tokio
- CIMB Bank
- GE Money
- Sberbank
- Mphasis
- Takeda
- Astra Zeneca
- Syngenta
- Coca-Cola
- Kimberly-Clarke

Hari Abburi is the Director for Caltech Executive Education and a well-known author, speaker and consultant on agility for strategy, leadership and organization. He is on the Advisory Board for a Conversational AI Company and a wireless EV charging SPAC.

He is a global management executive with 30 years of industry experience specializing in strategy and transformations. His industry experience includes global assignments with Coca-Cola, GE, Walmart, Baxter and Hoerbiger Group.

His experience is in the context of start-ups, M&As and growth capabilities across 55+ countries. He consults with CEOs, CHROs and chief transformation officers on strategy and leadership, people strategy and HR, organization, and change.

Read Hari's thought leadership on Forbes, Fast Co.,
Los Angeles Business Journals



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Read Hari's Thought Leadership: <https://preparationcompany.com/thinking>

Read Hari's Monthly LinkedIn Newsletter on Agility: <https://www.linkedin.com/newsletters/at-the-speed-of-the-customer@-6865870275817418752/>

Course Content Insights: Curated And Contextual



Illustrative