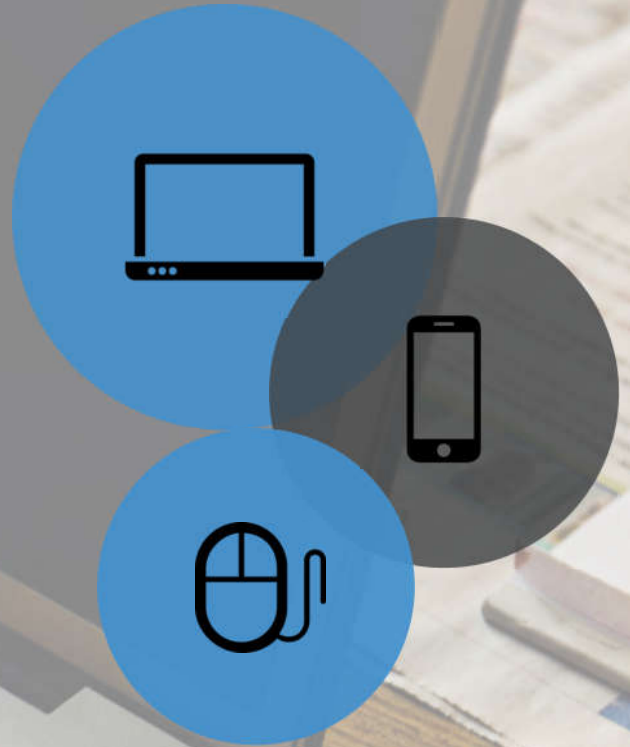


# DIGITAL DISRUPTION (D<sup>2</sup>) SERIES

www.xstrategize.com • 04-6180556

The Digital Disruption series are experiential training modules that cultivate business leaders & their teams to be more equipped in ideating & knowing whether their organisational initiatives are truly disruptive enough in today's increasingly competitive digital market



## 10 MODULES WITHIN THIS SERIES...



**IGNITE DIGITAL: THE ESSENTIALS**  
There is a difference between a business that "does" digital versus one that "is" digital. Unlearn to learn how, where, & when to begin your digital journey?



**BECOMING DIGIRATI: DIGITAL LEADERSHIP**  
Empowering the right people in leadership with the right mindset to take on the journey of digital transformation.



**DO YOU SPEAK DIGITAL?**  
Learn how to "humanise" your ability to listen and engage your target audience online. Secure their trust before a competitor secures your business.



**DIGITISED INSIDE & OUT**  
Developing a default standard of innovation & critical thinking when it comes to digital.



**DEALING WITH DIGITAL GENERATIONS**  
Building the bridges between generations to maximise innovation & synergy at the workplace.



**DIGITAL STORYTELLER**  
Does your brand tell a story which compels your target audience to buy or are you still just trying to sell? Make them buy, don't sell.



**TRANSFORMATIONAL ONLINE MARKETING (T.O.M)**  
Digital marketing is more than just social media campaigns, email direct mailers, and ads; it's how you create an actual experience online for your customers & prospects.



**PERSONIFY DIGITAL**  
How do people in your organisation translate themselves into effective digital personas online, which benefit more than just the business, but the individuals too?



**DIGITAL ZERO-TO-HERO**  
How do you build both, your personal & your employer's brand online at the same time? And how can both benefit from each other?



**MANEUVERING DIGITAL**  
One formula never fits all. Brand A's approach and strategy may work wonders for brand A, but renders zero return-on-investment for brand B. Learn how to anticipate what works?