

Top Management Telco Transformation Workshop



Who Should Attend?

This workshop is designed to help improve top management in your company. So that your company can benefit the most from the workshop, it is recommended that as many board members and senior directors attend as possible.

Course Scope

This workshop is about process management methodology and how it can be applied in telecommunication companies, paying special attention to new methods used in the industry, including digital transformation, product innovation and Customer Journey Mapping.

Course Objectives

During the workshop the participants will learn:

1. Business process management and the role of top management in process change;
2. The benefits of and methodology for managing Customer Journey Mapping;
3. How Telco companies can benefit from digital transformation;
4. How successful Telco companies manage innovation.

After the workshop your management will be able to make informed decisions on how to run business process change and transformation process.

Workshop Structure & Methodology

This workshop is a 3.5-4 hour session led by the trainer, with background instruction, real-life examples, and interactive discussion of actual challenges faced by your company.

Workshop Agenda

1. Introduction to business process management methodology; its relevance to the current Telco situation; main risks and challenges (0.5h).
2. Step-by-step overview of process management and the role of top management in each stage (1-1.5h).
3. Customer Journey Mapping as a way to improve customer-facing operations (0.5h).
4. Digital Transformation – a worldwide trend and its implications; how to manage digital transformation (1-1.5h).
5. Managing product innovation – Telco challenges and workable approaches (0.5h).

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Prerequisites

None.