



**Digital Innovation**

Course Duration: 2 Days

**Course Overview:**

This two-day course focusing on digital innovation in shipping, transportation and maritime industries. Digitalization is changing the conditions for businesses across industries. Based on the enabling capacities of digital technologies, new business models emerge that are no longer simply supported by digital technologies, but have digital components inseparably inscribed into their processes and value proposition. Once stable industries and organizations geared towards efficient operation are now forced to consider how to best harness digital innovation to remain relevant. In digital innovation, digital technologies are both the means and the end in innovation. We explore best practices and effective models for digital innovation in established organizations. Learning from the most innovative companies, we study methods such as design thinking and agile development. We provide practical and concise examples of how digital innovation such as the use of AI in supply chain management, Augmented Reality for remote repairs, and Digital Twins in manufacturing and product life cycle management. But most importantly, we establish a process for digital innovation that can be used as a mechanism to approach any new or emerging digital technology of potential relevance.

**Content[[1]](#footnote-1)**

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|  |  | **DAY 1**Digital innovation practices |
| **Time** | **Duration** | **Content** |
| **From** | **To** | **Hours** |
| 09:00 | 10:30 | 1:30 | **Session 1: Introduction to digital innovation*** Why digital business?
* What is digital innovation?
* Uncertainty and agility
* Kronos and Kairos time
* Making money from digital innovation
 |
| 10:30 | 11:00 | 0:30 | Break |
| 11:00 | 12:30 | 1:30 | **Session 2: Design thinking** * Digital innovation processes
* Understanding users
* The role of prototyping
* Testing and new ideas
 |
| 12:30 | 14:00 | 1:30 | Lunch |
| 14:00 | 15:30 | 1:30 | **Session 3: Digital innovation leadership*** The skills and mindset to lead digital teams
* Fostering a culture of innovation
* High-performing digital teams
* Motivating digital innovators
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| 15:30 | 16:00 | 0:30 | Break |
| 16:00 | 17:30 | 1:30 | **PRACTICE CASE: Digital innovation in practice**  |

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|  |  | **DAY 2**Enacting design thinking |
| **Time** | **Duration** | **Content** |
| **From** | **To** | **Hours** |
| 09:00 | 10:30 | 1:30 | **PRACTICE CASE: Design thinking in practice**  |
| 10:30 | 11:00 | 0:30 | Break |
| 11:00 | 12:30 | 1:30 | **Session 4: Workshop - Value proposition design*** Identifying customer problems
* Articulate possible solutions
* Prioritize solutions
 |
| 12:30 | 14:00 | 1:30 | Lunch |
| 14:00 | 15:30 | 1:30 | **Session 5: Workshop - Design, test and manage*** Establish evolution criteria
* Prototyping
* Testing, evaluation and refinement
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| 15:30 | 16:00 | 0:30 | Break |
| 16:00 | 17:30 | 1:30 | **Session 6: Workshop - Pitching your idea** * Communication with a purpose
* Principles of effective pitching
* Practice delivery
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**Certification:**

Participants who successfully complete the course and pass the assessment will receive a certificate of completion in Digital innovation.

**Target Audience:**

This course is primarily addressed to managers in the shipping and maritime industries that perceive a need to better understand and engage in digital innovation. The course does not require any technical know-how as a prerequisite.

Note: The course content may be subject to updates and modifications based on the latest developments in digital innovation practices. Participants are encouraged to stay informed about emerging trends and innovations in this field.

1. *The client is entitled to require additional customization and greater focus on specific aspects of the syllabus. Any requests for additional coverage can be accommodated.* [↑](#footnote-ref-1)