



DIGITAL TRANSFORMATION FOR FINANCE PROFESSIONALS

SEPTEMBER 17, 2019 | MARRIOTT HOTEL, KARACHI
9:30 AM - 5:00 PM



PROGRAM OVERVIEW

Organizations of all sizes have to re-think how they operate, and how work is done. No traditional department is spared, and no traditional job is sacred - including finance teams. The World Economic Forum in its 2018 'Future of Jobs Report' predicts that traditional finance department job roles like Accountants, Bookkeepers, Auditors, Payroll Clerks, Financial Analysts and related functions will become redundant.

How do finance teams react to these monumental changes? What roles do finance teams of the future play? How do they innovate to stay relevant?

This workshop on 'Digital Transformation for Finance Professionals' aims to give an overview of how finance departments have to re-shape so they become drivers of growth, productivity & performance improvement in order to provide value to the organization.

The highlights of this workshop:

- Empowering Finance Executives with a firm grasp of their roles and functions in energizing the organizations' growth as a strategic and change agent.
- Reinforcing the competencies of Finance Executives and the comprehensions that are expected out of them.
- Aligning Finance Teams with the contemporary landscape of Finance, its trends and challenges as well as the effective techniques in countering such impediments

LEARNING OUTCOMES

- Get participants empowered with a firm grasp of their roles and functions in making the business transformation successful.
- Understand the fundamental challenges in getting people and cultures to change in a sustainable way.
- Get a basic understanding of digital transformation to be able to identify key steps required to successfully manage the transformation.
- Get to understand how to become a change agent to the organizations' growth by transforming how finance teams work.
- Leave with a road map on "How To's" and "Can Do's"

WHO SHOULD ATTEND?

Executives, Senior Executives & Managers with roles in

- Bookkeeping
- Accounting
- Auditing
- Financial Controlling
- Payroll
- Financial Analysis and related finance functions

MODE OF LEARNING

The program will be delivered through several methods:

- Participative lectures
- Group discussions
- Hands-on practical sessions
- Case studies

Course Facilitator: Dr. Frank Peter, Ph.D.



PROFILE:

Dr. Frank Peter, Ph.D. is a subject matter expert in various fields of Digital Marketing, including online advertising, social media marketing, digital data driven decision making, as well as digital transformation (with a focus on HR & small to medium sized companies). He has helped many companies of all sizes to get a better understanding of what "Digital" means for their organization and how it can benefit the client's overall business processes. His style has been described as "in-depth, yet very entertaining".

Dr. Frank is the author of 'Digital Marketing Tactics for Decision Makers' (available at Amazon), and he is currently working on his new book on 'Digital Transformation for HR Leaders'.

Dr. Frank has been conducting corporate training and spoken extensively at international conferences & corporate events for over 15 years. His client list boasts many well-known companies across Asia Pacific and the Middle East, including Alliance Bank, Axiata, Bank Rakyat, Celcom, CIDB, Domino's, GNC, Intercontinental Hotel Group, JTH Group, MARCO Group, Media Prima, Monash University, Oman Air, UCSI University, Warner Music, YTL Group and many more.

He is a registered Google Educator and is certified in Google Ads, Google Analytics, Microsoft Bing and others. He is also a certified trainer under the Malaysian Ministry of Human Resources (PSMB/HRDF) and the Singapore Institute of Management. Dr. Frank is an Associate Faculty with University Utara Malaysia's OYA Graduate Business School and sits on the advisory board for the International University of Malaya Wales.

Workshop Investment
PKR **45,000** +SST
per participant



Fee Includes:

Course material, certificate of attendance, lunch, refreshments & business networking

Send your cheque in favor of Octara Private Limited
To: **Umair Tariq, Admin & Accounts Executive**
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.
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PROGRAM AGENDA

Session 1: What is Digital Transformation?

Digital Transformation is not about buying new gadgets or new software, or only about implementing digital operations and automation. It is about changing operational processes for the whole organization, including increased data-based decision making, the closing of knowledge gaps, and finding better ways of working. Finance teams can support this change by not only transforming finance operations but also by actively guiding the change in the organization with the ability to innovate.

This session will also include an in-depth discussion on industry terms and jargons so that common ground of relevant definitions is established.

Session 2: The 'Why' of Digital Transformation

The overall aim of digital transformation is to create and establish a working environment that increases productivity, efficiency and customer service. Digital transformation can provide new and innovative ways to make company-internal tasks more efficient.

For example, improvements in the processes of financial decision making, compliance, budget distribution and performance management will be mirrored by innovation and financial benefits for the business.

Session 3: Digitalization and its challenges

Adjustments to and adoption of the changes that digitalization of company processes require are not easy. Company internal teams must be prepared to not only face the lack of leadership buy-in, but also a backlash from employees who struggle to operationalize digital technologies. The challenge is not so much to bridge generation gaps between Gen X, Gen Y & millennials, but between digital natives and digital immigrants. Adjusting established practices to a new world requires a lot of restructuring and groundwork.

Session 4: Besides changes in mindset, which factors are necessary for a successful Digital Transformation?

- Buy-in: Change has to be embraced by the whole organization, including the top. Every stakeholder has to be aware that there is no 'silver bullet' out there that you can buy off the shelf to make it work perfectly from the beginning. Each company is different, each employee is different. The organization has to be able to accept setbacks during the transformation learn from them and move on.
- Investment: Business leaders and managers will need to embrace the changes from the beginning. The strategy needs to be able to show from the beginning the benefits that digital transformation can bring to the business, like increased productivity, lower costs, happier customers, better employees etc.
- Data: Actionable data can be obtained at many points of a business's operation, from supply chain management to internal processes and all the way to customer feedback. Companies have to be able to collect and analyze relevant data from throughout the organization to improve employee and work-related processes in line with the overall business strategy.

Session 5: Examples and case studies of successful Digital Transformations projects in corporate finance departments

Session 6: Adapting to new skill sets

Digital transformation is not something optional. Past, present and future customers, as well as employees, now live a digital life. To best harness this new trend, internal teams must be able to adapt new skill sets to improve their digital capabilities. These skills will include a solid knowledge of the technology involved, being able to manage and analyse statistical data, and being savvy with digital media tools. In addition, specific technical skills will be required like developing apps and writing company-specific software, which will require companies to include technologists into their traditional finance teams.

Session 7: How to get started with Digital Transformation?

- a) The process always starts with a clear goal in mind.
- b) Take stock of what is currently in place, and its shortcomings.
- c) Get buy-in from all stakeholders.
- d) Start with the easy changes first.
- e) Focus on what is important, don't get carried away.
- f) Assess your progress by getting feedback from all stakeholders, and learn from it. Setbacks will happen, they are part of the process.
- g) Remember that human touch cannot be replaced by 'digital'.

Session 8: The Age of Intelligent Tools: How AI Is Reshaping Businesses

Digital transformation of processes is evolving to be a key driver in the productivity and profitability of organizations. The family of intelligent tools known as AI (machine learning, natural language processing, data modelling, systems thinking, process automation) are changing some departments from an administrative function into a driving force for progress and innovation.

- How emerging technology changes the work of managers
- The new kinds of management required for 21st Century productivity
- Effective tools that connect managers to business outcomes

Here's what participants have said about Dr. Frank

"I enjoyed being a part of this training. It was very relevant to what I do at work. Also, learnt from the group of people. It was a good learning opportunity"

- Michelle Fernandes, Engro Foods (FRIESLAND)

"A very good session to have an idea where we are standing as compared to other and what we need for digital transformation"

- Hafiz Hamid Mehboob, SNGPL

"I had a wonderful experience, learned a lot and interacted with different people"

- Parkha Khattak, Jazz Pakistan

"The training content encouraged participants to interact and share their experience which was the value addition"

- Faiza Iqbal, EFU Life

"Overall it was really good and very informative"

- Fida Mahmood, U Microfinance Bank



For more video feedback, visit our YouTube Channel.

Clients who benefited from Dr. Frank's Workshop



For Registration & Details:

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