Digital Academy overview
Building digital capabilities is a critical part of getting transformation right

Executives are asking a set of critical questions

How do I build conviction to become a champion and role model for change?

What is the leadership toolkit (e.g., mindset, knowledge, and behaviors) that I need to lead in a digital age?

How do I translate these capabilities to influence and lead our broader organization to action?

What are the key roles critical for driving business value?

What are the critical knowledge, skills and behaviors for these roles and how do we build these skills in an impactful and sustainable way?

How do I cascade through my broader organization and ensure alignment to a shared vision, common language and ways of working?

Top technical and digital talent can be 3-10x more productive than average peers

In the next 5 years, demand for agile skills is expected to outstrip supply by 4x

Organizations that invest in developing leaders throughout the transformation are 2.5x more likely to succeed
Digital Academy delivers the human side of digital by unlocking the potential of people

**Our offerings**

**End to end capability building journeys for roles most critical to driving transformations**

- Senior Leaders (Leading in a Digital Age)
- Product Owners
- Tribe Leaders
- Chapter Leaders
- Marketing Leaders (Digital Marketing)
- IT and architecture Leaders (Digital Architecture)

**Example learning interventions**

- Skills assessments
- Online courses
- In-person workshops and simulations
- Ecosystem learning
- Expert coaching

**Example journey: Digital Product Owner**

- Skills assessment
- Experiential workshops
- Side-by-side coaching
- Skills reassessment
- Ongoing learning

**Additional offerings include:**

- Targeted digital awareness building for senior leaders (e.g., 3-day Digital Awakening program)
- A la carte course deployments to build foundational understanding across core topics (e.g., Agile 101, Technology Basics)
What our clients are saying

Recent feedback

This course has greatly enhanced my **knowledge and capabilities**. It was very useful to understand the **importance of agile** and how difficult it could be in a traditional organization.

US Auto client participants

Having a real-life case that I could relate to as a consumer helped me put the concepts into practice. Lecture-based content from experts and the hands-on activities were a **great combination**.

Asian Telecom client participants

90% Would recommend

89% Anticipate applying skills

200+ Client deployments

To learn more please contact digital_academy_team@mckinsey.com