

McKinsey & Company

# 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

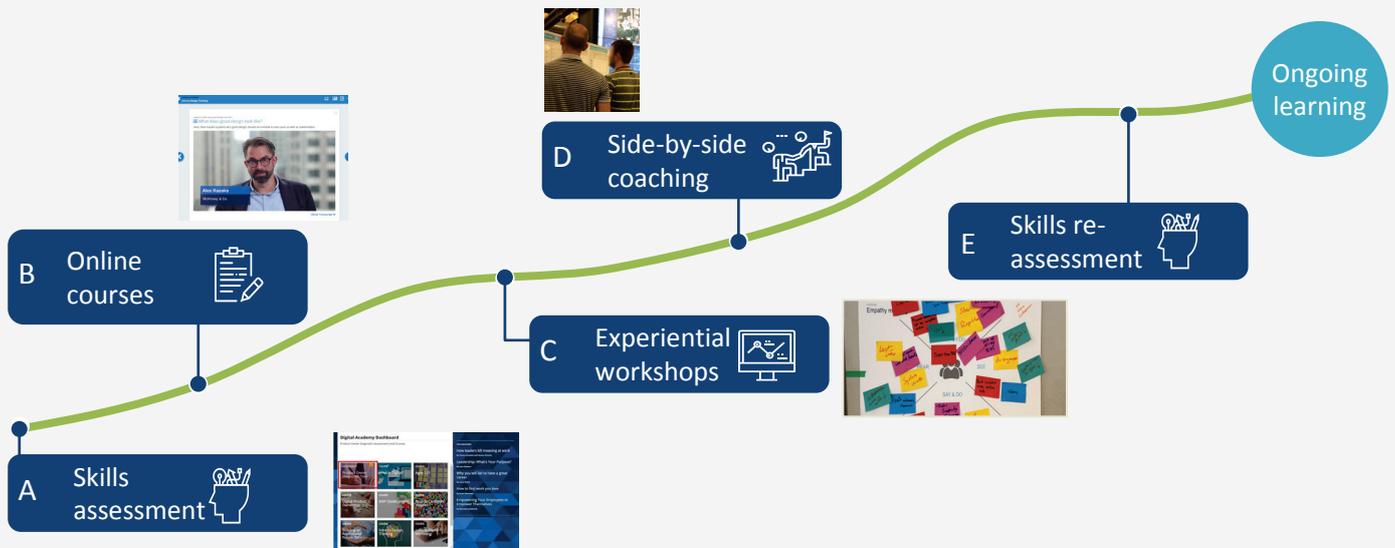


Ecosystem learning



Expert coaching

### Example journey: Digital Product Owner



### 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

**90%**

**Would  
recommend**

**89%**

**Anticipate  
applying skills**

**200+**

**Client  
deployments**



*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



To learn more please contact  
[digital\\_academy\\_team@mckinsey.com](mailto:digital_academy_team@mckinsey.com)

