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IFC

**International
Finance Corporation**
WORLD BANK GROUP



- WE ENSURE :
INCREASED PROFITABILITY & ACTIVATED THE
CONTROL OF MANAGEMENT ENVIRONMENT FOR INSTITUTIONS
- WE ENSURE :
THE PROFESSIONALISM OF THE INSTITUTIONS' WORK
ACCORDING TO INTERNATIONAL STANDARDS
- WE ENSURE :
THE CONTINUITY OF INSTITUTIONS IN BOTH PUBLIC
AND PRIVATE SECTORS

MANUAL OF TRAININGS AND ADVISORY SERVICES

PROVIDED BY
GOVERNANCE INSTITUTE FOR
DIRECTORS (GIOD)

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WWW.IRAQI-IOD.ORG

Governance Institute for Directors GloD

The Governance Institute for Directors is a non-profit civil society organization established in 2016 registered in the Non-Governmental Organizations, and it is one of the Institute of directors located around the world that was established with the support of the International Finance Corporation IFC / member of the World Bank Group with the aim of activating and supporting the private and public sectors By spreading the culture of corporate governance (good management) to build the fundamental for companies and banks according to international standards to ensure the continuity of their work for future generations, expand their activities and increase their profits.

GloD is characterized and unique by its programs that designed by the International Finance Corporation (IFC) appropriate to the Iraqi environment. These programs are provided by international and regional experts, noting that all certificates issued by our institution are signed by the International Finance Corporation IFC / the World Bank in addition to our organization.

Our training and advisory services follow a practical approach and use the modern methods in this specialty.

The GloD - Iraq has contributed by providing many advisory services, workshops and courses in order to develop the capabilities of senior leaders in many institutions (companies and banks). For more information, please visit the website:

www.iraqi-iod.org



Definition of the corporate governance (CG) :

In reference to the Organization for Economic Co-operation & Development OECD definition, we can define the corporate governance as it is a set of procedures and processes by which the institution is managed and controlled to achieve its objectives, and it includes the distribution of rights and responsibilities between the various parties to this institution and the identification of rules and procedures for decision-making in it.

What is the benefit that will accrue to your company from implementing corporate governance?

- Improving sustainability opportunities and facilitating its transmission to future generations
- Attracting finance and investment by increasing levels of disclosure and transparency
- Increasing the productivity and improve the performance through the distribution of tasks and responsibilities.
- Effectiveness the Management control environment and reduce operational costs.
- Improving the credibility and reputation of the company
- Institutionalizing family businesses
- Reducing risks for the institutes that applied practices of corporate governance



TECHNICAL SECTION

Governance Institute for Directors GloD provides technical services which are:
 1.Designing electronic systems by certified experts with experience in this field.
 2.Providing training courses to support technical companies

Digital Transformation Strategies and Innovation for Business Success

Introduction

Transformative technologies are entering the workplace at exponential speed, bringing the change businesses need to not only survive but thrive, so digital transformation can be defined as the acceleration of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact in a strategic and prioritized way. “\$2.1Trillion - Will be spent on digital transformation by 2019”

In this course you will learn about the fundamentals of digital transformation, identify why platforms beat products and how can you make your business a platform. You will learn how to launch and grow a digital platform and identify how to leverage open innovation for your platform. This course also equips you with the knowledge on governing your platform, strategically evaluating your competition and provides you with a futuristic view of digital transformation across industries.

Objectives

- Understand the capabilities required to lead digital transformation in your organization
- Define platform businesses, and how to transform your product to platform then ecosystem.
- Recognize & know how to compete in winner-take-all markets, one & two-sided networks, and the context of multi-homing.
- Identify how to stay on top of market trends in a dynamic environment
- Develop strategies for launching new platforms when critical mass is important.
- Articulate the process of innovation and how it increases the productivity
- Gain insights into the impact and opportunities of adopting platform strategies in different industries
- Understand the new Trends in IT and how to utilize it to disrupt the business
- Develop a framework for innovative culture in your organization
- Maximize the return on capital and improve profitability



Target groups

This course is intended for senior executives and program leaders who want to strengthen their personal understanding of how to run complex digital transformations. It will be relevant for leaders of both small and large organizations, program managers and consultants.

Course Outline

Introduction

- I'm an executive! Why should I care?
- What is the Digital Transformation? And why I should care?
- Digitization vs. Digitalization!
- NETFLIX Case Study
- Business and Technical Drivers
- "Competitive Dynamic" A Strategy Shift!
- Building Blocks of Digital Transformation

Platforms and Ecosystems

- Products vs. Platform
- Digital Ecosystems
- Why Platform Beats Products
- Core Organization Strategy
- Network Effect Definition
- Network Effect Impact for:
 - Marketing
 - Finance
 - Innovation
 - Information Technology
 - Human Resources
- Apple Case Study



Course Outline

Platform Launching Strategies

- Chicken or Egg Launching Dilemma
- Rabbi Strategy
- Piggyback Strategy
- Seeding Strategy
- Marquee Strategy
- Single-Sided Strategy
- Big-Ban Strategy
- Micro-Market Strategy
- PayPal, YouTube & Facebook Case Studies
- Open Innovation
- Closed Innovation vs. Open Innovation
- Disrupting Business by Technologies & Digital Transformation strategies
- Innovation Forms! Select your own Model based on Business Model & Technology
- Innovation Strategies for Corporate Immune System!
- FinTech Concept? and how dramatically changing the financial Industry
- Technology Trends orientation
- Nokia and Google Case Studies

Course Outline

Cyber Security

- Internet of Things
- Augmented and Virtual Reality
- Artificial Intelligence and Machine Learning
- Cloud Computing
- Robotics and Automation
- Big Data and Analytics
- Block Chain

Governance the Platform

- What is the platform Governance?
- Why should I need a governance in Open Innovation Platform?
- Regulatory Tools
- What to Control and What to Absorb
- eBay, Airbnb & Google Case Studies

Building Digital and Innovative Culture

- Design Thinking
- Agile Growth Mindset
- Agile Growth Mindset
- Innovation Process
- Customer Centricity
- Do-Less and Prototyping

Duration: 4 days
Language: Arabic, English



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