



**UCC**

University College Cork, Ireland  
Coláiste na hOllscoile Corcaigh

Professional Diploma in  
**Leading Digital  
Transformation**



# Lead Your Organisation into the Digital Future

The world is changing rapidly, and your organisation needs to keep pace. The rise of digital technologies has accelerated disruption in practically every industry.

The Professional Diploma in Leading Digital Transformation is designed to equip leaders at all levels with the skills to lead digital transformation by focusing on organisational culture, managing change, and ensuring a sustainable return on investment.

The programme goes beyond technology, helping leaders to influence cultural shifts, engage stakeholders, and align digital strategies with real business needs.

## This programme is for you if:

- You are a leader looking to unlock the value of your organisational digital assets, devising and deploying strategies to create new value.
- You are a business leader seeking to develop the confidence and a vocabulary in digital concepts.
- You have the responsibility to conduct and/or review the digital strategy of your organisation and wish to create a strategic plan.
- You wish to expand your leadership potential in creating and executing digital transformation strategies.



### A Graduate's View:

I started Digital Leadership with little knowledge of digital advances or strategy but wanted to learn about a topic outside my comfort zone. Twelve months on, I am playing a lead role in driving the digital transformation of my organisation of 2000 staff

Recent Participant

# Programme Themes:

## 1. Strategic Digital Leadership

- Holistically understand the drivers of digital transformation.
- Understand and navigate organisational culture in digital transformation.
- Apply design thinking and sensemaking to develop a strategic vision.
- Assess personal mindsets and behaviours for emerging digital leadership practices.
- Educate and align senior leadership on cultural and human aspects of digital transformation.

## 2. Leading Cultural Change for Successful Digital Transformation

- Demonstrate an understanding of contemporary organisational cultures through the lens of digital transformation.
- Evaluate cultural appetite for and understanding of organisational adaptability and innovation practices.
- Manage cultural dynamics and resistance using design thinking.
- Align digital with organisational values and foster a culture of innovation.
- Create an open culture that embraces digital disruption and transformation.

## 3. Innovation for Digital Success and the Management of Risk

- Identify and critique digital trends, technologies, and platforms.
- Critically assess the digital disruption and transformation research, models, and frameworks.

- Test digital disruption impact and transformation tools and techniques.
- Critically appraise threats and opportunities from digital trends, technologies, platforms, and business models.
- Assess and mitigate risks in digital initiatives while promoting continuous learning.

## 4. Communicating and Implementing Sustainable Digital Change

- Effectively map stakeholders and their interests to develop a communications plan.
- Use storytelling as a basis for creating organisational buy-in.
- Communicate effectively with stakeholders about digital transformation using design thinking principles.
- Develop and implement user-centred digital strategies to implement and sustain digital transformation.
- Effectively track progress, including early wins and key milestones, to build commitment.

## 5. Digital Transformation Project: Managing Digital Disruption

- You will engage with cutting-edge research, models, frameworks, and tools to analyse current digital trends, technologies, platforms, and business models.

## This programme will equip you to:



Lead digital transformation by navigating cultural shifts and managing resistance within your organisation.



Apply design thinking to develop culturally aligned, innovative digital strategies for real-world challenges.



Align digital transformation initiatives with organisational goals to drive sustainable, long-term value.

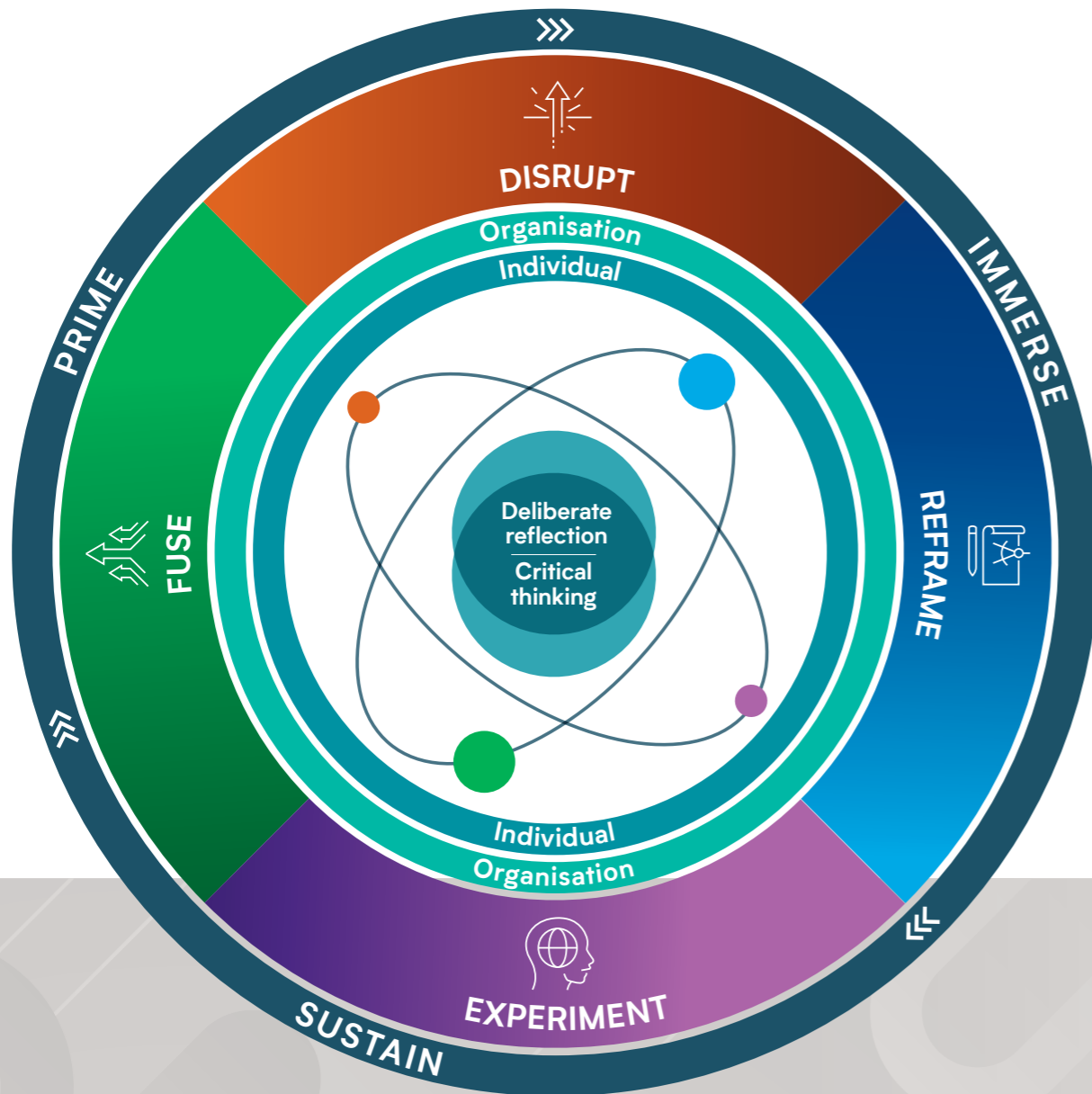


Cultivate continuous learning and adaptability, empowering teams to thrive in a rapidly evolving digital landscape.

# High Impact Transformation

Our High Impact Transformation learning approach lies at the core of all IMI programmes, meaning these sessions are always interactive, engaging and experiential.

Action and experiential learning — doing and reflecting — is a highly effective leadership and team development technique, which you will find enjoyable, challenging and in many cases transformational.



# Why IMI:

- 1 Internationally accredited with Cork University Business School, IMI is now positioned in the top 2% of business education providers worldwide.
- 2 The Financial Times ranks IMI first in Ireland for academic rigour and practical relevance on open enrolment programmes.
- 3 Each Professional Diploma is awarded by University College Cork and is at Level 9 on the National Framework of Qualifications.
- 4 Your learning experience will take place on our award-winning campus, designed to inspire and provide space for relaxation and reflection.



**Tony Moroney**  
Programme Director

Tony is a globally renowned advisor specialising in strategy, digital transformation, and financial services. Recognised as a Top Voice by LinkedIn and Thinkers 360 and a Top 100 Thought Leader EMEA, Tony ranks in the top 10 for Digital Disruption and the Metaverse and in the top 25 for Digital Transformation, generative AI, and FinTech. Tony is a member of the IMI faculty. He is a Co-Founder of The Digital Transformation Lab at Cork University Business School and a member of the Harvard Business Review Advisory Council.

# Participant information

## Entry Requirements

A candidate's eligibility for each programme will be determined by a combination of their academic qualifications and/or relevant professional experience. Each applicant will be required to complete the IMI "Portfolio of Learning" application form. A primary degree from a recognised third-level institution (NFQ Level 8), with a minimum classification of Second Class Honours, will typically be required with five years relevant work experience, at least 3 of which must be at managerial level, however, prior workplace learning will be recognised where applicants do not meet the academic requirement.

This experience may come from a general business or organisational background, or experience working at a management level or in the area specifically related to the Diploma.

Each candidate will meet with the Programme Directors, who will interview applicants in person virtually or physically. The IMI Office of the Registrar will oversee all applications, and the final decision on any application shall remain with the Registrar.

All applicants whose first language is not English will be required to show evidence of the successful completion of an IELTS or TOEFL test. The English language requirement for this programme is an IELTS score of 6.5 with a minimum of 6.0 in each individual section or equivalent.

\*Programmes scheduled subject to cohort size.



## Assignments and Workload

To earn a Professional Diploma, participants will be assessed through a variety of practical assignments. Programmes will have no examinations; instead, the emphasis throughout is on the practical application of knowledge to benefit you and your organisation. Assessment workload extends across the programme to allow you to combine your learning with your work and life demands.



## Paperless policy

Brochures and course materials will exclusively be available to participants on our immersive Virtual Learning Environment. By adopting a paperless approach, IMI and our participants are reducing our carbon footprint and doing our bit for the planet. IMI's mission is to equip leaders to build the future. We are mindful that this future depends on organisations finding creative ways to sustainably deliver performance, both sustainability in the human performance of organisations and in how we use the planet's resources.



[imi.ie](https://imi.ie)

Shaping and Inspiring Business Leaders