**MIT**CISR

FUTURE
READY

THE FOUR PATHWAYS
TO CAPTURING
DIGITAL VALUE

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# FUTURE READY LEARNING PROGRAM

Many businesses have a plan to digitally transform. The hard part is getting teams within your business aligned on how to deliver that plan, and how to build and maintain momentum when things get tough.

**This learning program, based on the book _Future Ready: The Four Pathways to Capturing Digital Value_, provides a solution**.

Designed by MIT CISR research scientists, the Future Ready Learning Program will help your business capture value from its digital transformation by creating alignment among different people and teams, establishing a common language, and building momentum to transform.

Participants will learn through instructive examples and sharp analyses, illuminating visuals that help crystalize the data and ideas, self-assessment tools, and group discussions.

## WHAT PARTICIPANTS WILL LEARN

Participants will discover what digital business transformation entails—both how businesses transform and how transformation drives business performance. They will engage with a cohort of colleagues to learn how different business units in the company are working toward digital business transformation. They will apply the powerful, field-tested Future Ready frameworks to their business throughout the program, adding value in practice. Finally, this program will help participants develop a common language around digital business transformation to guide them through the journey.

## WHO SHOULD ATTEND

The program is designed for employees in organizations that are implementing digital transformation throughout the business. It aims to achieve a common understanding across people from different business units of how together they can enable the success of the transformation.

# PROGRAM EXPERIENCE AND MATERIALS

- The program is run in cohorts jointly managed by MIT CISR and the member organization.

- The program relies on the book *Future Ready* and a selection of MIT CISR frameworks, videos, research briefings, detailed case studies, articles, and worksheets provided by MIT CISR.

- The program combines self-guided use of materials with group discussions on applying best practices and developing a common language within the member organization. Cohort leaders at the member organization facilitate the group discussions.

# LEARNING JOURNEY:

**20–25 hours of learning, spanning up to three months**

1. Participants receive a copy of Future Ready (hard copy, e-book, or audiobook) and access to the program journey and materials on the MIT CISR website

2. Participants proceed through a series of modules. Modules include:
   a. A reading from *Future Ready*
   b. Materials (e.g., readings, videos) that reinforce the concepts in the book reading
   c. A knowledge check
   d. Cohort-based group reflection, discussion, and worksheet exercises facilitated by a suitable leader from the business

3. Participants who complete all program requirements will be awarded a digital certification of completion that can be displayed on LinkedIn

# ABOUT THE PROGRAM DESIGNERS

In their years of working with senior executives globally, MIT CISR research scientists Stephanie Woerner, Peter Weill, and Ina Sebastian observed these leaders knew they had to transform their businesses, but that they lacked coherent frameworks and a common language—a playbook—to guide and motivate their employees and keep everyone focused on a common goal. *Future Ready* is that playbook.

**Stephanie L. Woerner**

**Peter Weill**

**Ina M. Sebastian**

"The learning outcomes from the Future Ready program played a vital role in building a common language among participants, which resulted in buy-in, innovation, and commitment to action that was aligned to our company purpose and direction."

Senior Manager, Capability

## Learn More

Scan this QR code for further details on the MIT CISR website, or contact us at cisr@mit.edu.