

PROFESSIONAL DIPLOMA IN DIGITAL LEADERSHIP

Overview

Status: Active

National Framework Of Qualifications (NFQ) Level: 9

NFQ Award Class: Special Purpose Award

Duration Part Time: 8 Month(s)

Total Credits: 30

Delivery Method: In-Person

Connected Curriculum:

- Employability
- Inter-and Transdisciplinary

Graduate Attributes:

- Creator, evaluator and communicator of knowledge
- Digitally Fluent

Work-Integrated Learning (Including Placement):

No

The Professional Diploma in Leading Digital Transformation is a part-time programme taken over eight months. The programme has two intakes per year: one in Autumn and one in Spring.

Purpose

Most digital transformations fail to deliver against their stated objectives: in today's digital landscape, successful transformation is not just about technology—fundamentally, it is all about people, culture, and leadership. Whether you sit at the senior management table leading an organisation's full-scale digital transformation or are in a middle management role leading transformation projects, the challenges are complex. More than technical knowledge or skills, you need the capability to successfully navigate organisational culture, change mindsets, manage resistance, and effectively engage various layers of organisational leadership on digital transformation. Leaders need to make sense of the unique context of contemporary digital disruption, innovation and its key enablers. The time and money invested by an organisation must be worthwhile; sustainable transformation outcomes must be achieved and for the right reasons. Effective leadership is crucial in achieving this.

Who Should Enroll?

This programme is ideal for anyone leading digital transformation, whether you are at the organisational or project level. It is designed for those who need to refine their leadership skills to master the complexities of digital change and how to negotiate an organisation's culture to deliver better performance. Participants should have a minimum of three years managerial experience.

The programme aims to build on participants' broad professional experience equipping them with cognitive and strategic skills necessary to understand and communicate not just how digital capabilities are powerful enablers of organisational change, but also which

organisational problems are best solved with digital solutions and indeed how to assess various digital solutions. Participants will learn to navigate the complexities of digital transformation, learning how to identify and analyse organisation problems for which a digital solution is appropriate and thereafter understanding how to align cultural dynamics, address resistance, and engage senior leadership effectively.

As digital roles like Chief Information Officer, Chief Data Officer, and Chief Digital Officer become increasingly central to boardroom discussions, the need for leaders at different levels within an organisation who can integrate digital strategies with organisational culture to deliver for the business is more critical than ever. This programme recognises that digital leadership goes beyond optimising IT resources; it involves identifying authentic fit for purpose digital solutions for real problems and through solving them in a digitally transformative way, creating new opportunities that exceed customer expectations and critically drive business growth.

Why This Programme?

Be in the 25% of Successful Digital Transformation implementations.

Technology implementation is not digital transformation. Whether it is about choosing the right technology or identifying the right organisational problem for which there is a digital solution, investing the time to have a coherent and thoughtful understanding of the digital change environment, its drivers and enablers, will produce real value for organisations.

IDA Ireland and Skillnet Ireland in their 2023 *Study of data and digital skills for all non-IT roles across multiple industries* reported that "leaders overseeing non-IT functions play a key role in data and digital skill development and it is therefore critical that they role-model proficiency and comfort with data and digital skills and tools. Furthermore, leaders who actively create a culture that is data-driven and values lifelong learning are best placed to successfully manage their teams through digital transformation." This programme is positioned to deliver on that leadership need. Understanding the relationship between data and information; AI – its uses, misuses and abuse are essential for contemporary leaders.

Programme Requirements

For information about modules, module choice, options and credit weightings, please go to Programme Requirements (p.).