

Program	Expert
Digital transformation in Sport	Jukka Sundquist

# Syllabus

**Proposed name:** Digital transformation in sport: From operating a league to creating a great 360 customer experience and enabling growth.

## Justification

Digital transformation is everywhere. There is no industry that it is not affecting. Sport as an industry is no exception. Customer demand great experiences both in the arena and online in their phone. Leagues and sport clubs are faced with this new reality, and sometimes it is not clear how to push the needed digital transformation forward.

This program has been created to find these answers to you. During this program we will go through the building blocks of digital transformation; Tech & data ecosystem, content creation and distribution, design planning and execution and internal processes. We will also dive in to specific examples of each area. The aim is to zoom out in order to see the picture and then zoom in to a specific area.

After completing this program, the student should have both a theoretical understanding about digital transformation and detailed understanding about each building block of digital transformation. By following what has been learnt during the program, the student should be able to build a roadmap for his/her own digital transformation in his/her own organization and start to implement that roadmap with selected teams.

## Syllabus objectives:

- General objective: Increase understanding about what digital transformation is and how changes can be reached in sport organizations.
- Specific objectives:
  - Specific objective 1: Understanding of digital transformation and the impact it has in each industry.
  - Specific objective 2: Understanding of tech and data ecosystem in sport organizations.

- Specific objective 3: Understanding of content creation and distribution with tech and data ecosystem.
- Specific objective 4: Understanding of customer-centric design planning and execution
- Specific objective 5: Understanding of changes needed in internal processes.
- Specific objective 6: From theory to reality: Ability to create digital transformation roadmaps and run development projects.

### **Courses proposed for the development of the program:**

- Course 1: What is digital transformation? Why does it affect all industries? How does it affect sport industry?
- Course 2: Tech & Data ecosystem: Why do I need it? How does it work? What is required in a tech & data ecosystem for a sports league or club?
- Course 3: Content creation and distribution: How does tech & data ecosystem change the content creation and distribution process? Why is the new way of content creation and distribution critical? What is the new way of content creation and distribution?