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| ABOUTALYCIA SETLINAlycia’s mission is clear: as an Executive Leadership Speaker Coach, she equips leaders with the skills to communicate with purpose, power, and unwavering presence.Drawing from over two decades of experience coaching professionals within top global corporations, start-ups and Fortune 100 and 500 firms, she has honed a strategic approach that fosters excellence, growth, and sparks transformation.She is an International Coaching Federation & Board Certified Coach, with a masters in leadership and negotiation, as well as a respected speaker coach at Duarte in Silicon Valley, and a Business Communications Coach for Don Lee & Co in South Korea, which underscores her global impact. With a repertoire that includes Google, Cisco, Samsung, Adobe, and Paypal, she has leveraged her expertise to coach global executives, managers, and professionals.  |





LEADERCAMP

## EMBRACING DIGITAL TRANSFORMATION

### EMPOWERING RESISTANT SEASONED PROFESSIONALS

WITH

ALYCIA SETLIN

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Digital transformation efforts face significant challenges, with failure rates as high as 69%. A key factor contributing to this failure is human resistance. Companies must recognize that the success of digital transformation relies heavily on the people involved, and without addressing resistance, these initiatives are likely to fail. Understanding and managing the human aspect is crucial for achieving successful transformation outcomes.

By addressing employee concerns, involving them early in the process, providing proper training, and demonstrating strong leadership support, organizations can reduce resistance and increase the likelihood of transformation success.

This Leadercamp on *Embracing Digital Transformation* is a valuable opportunity for leaders to gain insight into managing the human aspects of digital transformation. Join us and Alycia to seize this opportunity.

PARTICIPANTS WILL LEARN HOW TO:

* OVERCOME FEARS AND RESISTANCE: Equip leaders to recognize, address, and guide their teams through fears and resistance to digital transformation, fostering a smoother transition.
* Adopt a Growth Mindset: Encourage leaders and employees to shift from a fixed to a growth mindset, promoting adaptability and continuous learning during the transformation process.
* Leverage the Benefits of Digital Transformation: Understand and communicate the positive attributes of digital transformation to inspire teams and drive engagement.
* Balance Tradition with Innovation: Learn how to innovate while maintaining the integrity of existing processes, ensuring digital transformation aligns with personal and organizational values.

#### PREPARING FOR THE LEADERCAMP

The Leadercamp Guide can be used as a tool for facilitators and participants to get the most out of a Leadercamp experience. It includes an overview of what will be covered in the Leadercamp, information about the presenter, and suggestions for different ways you and your team can learn together or individually. Each guide concludes with application and reflection prompts to apply what you've learned.

##### About This Guide

This guide will help you prepare for and facilitate the program ***EMBRACING DIGITAL TRANSFORMATION:*** ***EMPOWERING RESISTANT SEASONED PROFESSIONALS***. The purpose of this guide is to help you generate a dialogue among participants and apply key concepts from the presentation to your own learning objectives. The guide can be leveraged effectively for both large and small groups.

##### The Audience

This program is for executives, managers, supervisors, and line staff. Ideally, the materials should be presented in a group setting, where the responses of others can be discussed and shared.

##### Watch As a Team

Prior to the Leadercamp, Zoom links are set up in Percipio. To host the Leadercamp for your team with Zoom, clink on the Zoom link for the Leadercamp so that it's ready to start on your screen. Then start a Zoom meeting, share your screen, and when you get asked what you want to share, choose the browser window with the Leadercamp ready to play. Select **Share** and enjoy! Be sure to contribute to the discussion in the chat feature.

##### For Individual Viewers

Watching alone this time? No problem. Click on the Zoom link in Percipio for the Leadercamp and begin watching. Get the most out of the event by participating in the conversation via the chat feature and by taking notes. And don’t forget to ask any questions you may have during the Q&A session.

#### APPLY WHAT YOU’VE LEARNED

Answer these questions to reflect on the Leadercamp and reinforce the ideas, practices, and strategies you’ve learned.

How can you ensure that your team is involved early in the process to increase the likelihood of success?

What are some effective strategies for managing your own concerns, as well as those of your team?

How can you ensure that you and your team receive the necessary training to manage digital transformation effectively?

How can you communicate the benefits of digital transformation to your team in a way that inspires engagement?

****What are some ways to balance innovation with existing processes and values during digital transformation, while remaining true to your own personal and organizational values?

How can you promote a growth mindset and continuous learning among your team during digital transformation?