

Designed by the Digital Strategy Institute (DSI), the ADSMP™ program validates the foundational knowledge of early-career professionals, junior consultants, and emerging talent. The credential provides the essential building blocks for understanding, supporting, and executing digital transformation initiatives, bridging the gap between digital theory and commercial reality.

CORE CURRICULUM

Module 1: Foundations of Digital Strategy

Distinguishes digital business strategy from traditional IT strategy. Covers fundamental digital business models, the mechanics of disruption, and the role of digital strategy in driving competitive advantage.

Module 2: The IMDIQ™ Framework Basics

Introduces the Institute's proprietary methodology. Teaches candidates how to participate in the Identify, Map, Develop, Implement, and Quantify phases of a project lifecycle.

Module 3: Customer Journey & Experience

Focuses on the end-user. Explores how to map digital touchpoints, understand basic UX/UI principles, and ensure digital initiatives are anchored in solving real customer pain points.

Module 4: Agile Fundamentals & Execution

Prepares associates to work effectively within digital squads. Covers agile ceremonies, sprint planning, cross-functional collaboration, and the shift from project-based to product-based thinking.

Module 5: Introduction to Digital Metrics

Establishes data literacy. Focuses on understanding core digital KPIs, the difference between vanity metrics and actionable insights, and reading basic digital performance dashboards.

AREAS OF VALIDATION

- **Digital Fluency:** Grasp core digital terminology, business models, and ecosystem concepts.
- **Framework Application:** Understand and support the IMDIQ™ strategy lifecycle in a team setting.
- **Agile Collaboration:** Operate effectively within cross-functional, agile digital delivery teams.
- **Data Awareness:** Identify and track fundamental digital metrics and KPIs for project success.

THE DSI LEARNING HUB

Foundational toolkit designed for the ADSMP™ candidate:

- **Foundational Manuals:** Easy-to-understand guides breaking down digital business strategy.
- **Interactive Video Modules:** Core concepts like Agile and UX explained visually.
- **Knowledge Checks:** End-of-module quizzes to reinforce conceptual learning.
- **Glossary & Templates:** Downloadable toolkits and standardized glossaries for junior strategists.