

The SDSMP™ program is designed by the Digital Strategy Institute (DSI) to validate the practical skills of mid-career professionals in Business Management, HR, Finance, and Marketing who are tasked with developing and executing effective digital strategies. The credential bridges the critical gap between strategic intent and successful cross-functional execution.

### CORE CURRICULUM

#### Module 1: Advanced Digital Strategy

Translating corporate ambitions into prioritized, multi-initiative digital roadmaps. Focuses on applying IMDIQ™ at the portfolio level, competitive analysis, and anchoring strategy in end-to-end customer and employee journeys.

#### Module 2: Cross-Functional Strategy Alignment

Breaking down silos to integrate digital strategy across HR, Finance, Marketing, Operations, and IT. Covers the design of governance structures, shared OKRs/KPIs, and value-stream mapping.

#### Module 3: Ecosystem Innovation & Platform Strategy

Looking beyond organizational boundaries to map digital ecosystems. Topics include platform economics, co-innovation, partner selection, and navigating ecosystem-specific dependencies and risks.

#### Module 4: Leading Digital Teams and Change

Equipping professionals to lead cross-functional squads without formal executive authority. Emphasizes agile ways of working, change management frameworks, and fostering a digital-ready culture of experimentation.

#### Module 5: Analytics-Enabled Execution

Translating technology concepts into execution discipline. Focuses on designing KPI dashboards, technology roadmapping, vendor management, risk-aware rollouts, and continuous optimization.

### AREAS OF VALIDATION

- **Framework Application:** Formulate and execute strategy using the Identify, Map, Develop, Implement, and Quantify (IMDIQ™) lifecycle.
- **Resolve Misalignment:** Identify gaps in corporate environments and deploy interventions to align incentives and cross-functional teams.
- **Data-Driven Execution:** Utilize descriptive and diagnostic analytics to steer initiatives and measure post-implementation success.
- **Orchestrate Ecosystems:** Evaluate build, buy, or partner scenarios and manage complex vendor relationships securely.

### THE DSI LEARNING HUB

Your self-paced preparation ecosystem tailored to the SDSMP™ blueprint:

- **In-Depth Manuals:** Core frameworks, methodologies, and execution disciplines.
- **Instructional Videos:** Deep-dives into platform economics, agile, and governance.
- **Global Use Cases:** Real-world transformation scenarios in telecom, retail, and finance.
- **Assessment Prep:** Scenario-based exercises and practice exams mimicking the credentialing test.