



# BUSINESS TECHNOLOGY LEADERS

– A Multi-perspective Training Programme

**Boost your career and  
train to become a leader  
in Business Technology!**

 **BUSINESS  
TECHNOLOGY  
ACADEMY**

Are you a business or IT leader who is seeking practical ways of managing information technology to bring more value to your business?

**AFTER TRAINING AT  
BUSINESS TECHNOLOGY ACADEMY,  
YOU NOT ONLY KEEP UP WITH  
TOMORROW'S TECHNOLOGY-  
DRIVEN BUSINESS WORLD –**

**YOU WILL  
LEAD IT.**

**This training programme offers you the opportunity to upskill your competence in management, communication, business, and tech-savviness.**



**EXPERIENTIAL  
LEARNING  
METHODS**

simulations, real life case examples, role-playing scenarios



**CHERRY-PICKED  
GUEST SPEAKERS**

frontrunners of technology and business share their experiences



**INDUSTRY-  
PROVEN BEST  
PRACTICES**

concrete tools to bring direct benefits for your company

**WE PROMISE YOU WILL HAVE**

- a 360-degree view into the field of business technology management
- an understanding on how to get the best out of technology, supported by the right people, practices and tools
- the skill to enable faster development while keeping operations stable
- a technology-savvy perspective on how to advance your company's business goals
- unique capabilities and useful connections to benefit your career tomorrow and next year

We can safely promise you this because Business Technology Academy has been providing highly-valued training programmes to upskill organisation and people since 2010.

**MODULE****1**

## “FAST DELIVERY FROM AN IDEA TO A SERVICE” – AGILE LEADERSHIP

**LENGTH: 1 DAY | METHOD: SIMULATION**

This gamified one-day training session uses a DevOps simulation to reveal and overcome the typical bottlenecks between business and IT when developing new solutions.

### YOU WILL LEARN HOW TO

- create a unified team culture
- become more product-focused
- achieve faster delivery
- select the best-fit development methodology
- handle multi-speed development requirements

**MODULE****2**

## “CREATING BUSINESS VALUE WITH TECHNOLOGY” – OPERATING MODELS AND ECOSYSTEM MANAGEMENT

**LENGTH: 2 DAYS | METHOD: CXO KEYNOTES, REAL-LIFE TEAM CHALLENGES**

During these two days of active training, you will receive a CxO-level overview into the Business Technology operating model and how it is used in different organisations. You will also get insight on the most optimal ways of sourcing services and long-term strategic service and ecosystem development.

### YOU WILL LEARN HOW TO

- build technology roadmaps aligned with your company's strategic goals
- serve differing business needs by using value streams-based development flows
- utilise the Business Technology Standard to clarify roles and responsibilities
- build a sourcing strategy with a competitive advantage
- protect your company's IP rights
- build an effective vendor ecosystem
- calculate and communicate the value of technology for business

MODULE

3

## “INITIATIVES INTO ACTION” – DEMAND AND DEVELOPMENT MANAGEMENT

**LENGTH: 2 DAYS | METHOD: CONCEPT DEVELOPMENT TRIAL, EXPERT INSIGHTS**

This two-day module will provide you with skills to organise demand management and capture and prioritise differing requirements. You will also learn how to ensure the business benefit realisation when using different development methodologies, and how to allocate resources to guarantee your project meets its targets.

### YOU WILL LEARN HOW TO

- capture ideas and turn them into concepts
- boost innovation culture
- create efficient but flexible steering mechanisms
- co-create concepts
- use Design Thinking as a method for innovation
- orchestrate development
- allocate resources for projects
- ensure business benefit realization

MODULE

4

## “NEXT LEVEL SERVICE EXCELLENCE, MANAGEMENT AND AUTOMATION” – SERVICES

**LENGTH: 2 DAYS | METHOD: ROLE-PLAY SCENARIOS, TUTORIALS**

Well-managed, secure and robustly supported services are key in creating an excellent customer experience. This module helps you build better service roadmaps, ensure top-quality capabilities and manage the entire service lifecycle. And Day Two is all about robotics, AI and automation!

### YOU WILL LEARN HOW TO

- build secure, scalable and maintained services
- lifecycle-think services
- create and maintain a service catalogue
- organise integration
- become an excellent Service Manager
- use AI in service management
- develop a roadmap for service automation
- build service integration

# GENERAL INFORMATION

## Dates & times

The Business Technology Leaders training programme consists of 7 on-site days and 2-3 days of online pre-study. Please check the dates and location for the next course at [www.learnbt.com](http://www.learnbt.com)

## Changes & cancellations

A full refund will be provided for cancellations up to 7 days prior to the course starting date. Alternatively, it can be possible to reschedule the participation or transfer it to another participant from the same organisation.

Refunds will not be offered for a "no show" on the day.

## Pricing

The cost of the **full training programme (7 days)** is 4900 € (+ VAT), excluding traveling and accommodation costs.

The training modules can also be sold separately. The costs per module are the following:

**Module 1:** Fast delivery from idea-to-service (Agile Leadership), (1 day) 800 € + VAT

**Modules 2-4 (2 days):** 2000 € + VAT / module

**Module 1 + one of the modules 2-4 (3 days):** 2500 € + VAT

When enrolling please specify if you wish to attend the whole programme (7 days) or specific modules only.

## Certificates

A successful participant will receive two certifications:

**GREEN CARD – Certified Business Technology Standard Professional**

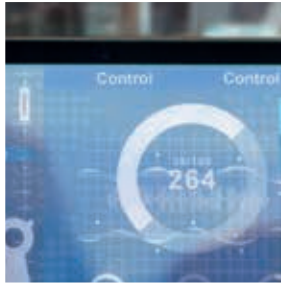
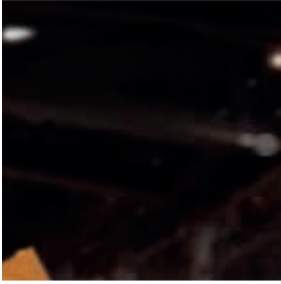
**CBTL – Certified Business Technology Leader**

## Contact us

For more information, please contact [btacademy@sofigate.com](mailto:btacademy@sofigate.com) or visit [www.learnbt.com](http://www.learnbt.com).

## Need training for your entire organisation?

The length and content of our training programs can be tailored to fit your organisation's specific needs. Please contact us for more details!



## About Us

Business Technology Academy provides training programmes to upskill organisations and people to meet the demands of current and future business technology needs. The Academy, which is a part of the Sofigate Group, was founded in Finland in 2010 under the name "IT Academy for Business". Today, Business Technology Academy operates in Finland, Sweden and Denmark. The training programmes are offered as either off-the-shelf courses or tailored to the specific needs of your company. They can be delivered as classroom, online or self-study sessions, or any combination of these.



**More than 2,500 professionals have  
already been trained at the BT Academy  
to become leaders in Business Technology.**

**Join the forerunners.  
Sign up now at [www.learnbt.com](http://www.learnbt.com)**

