



The Dilyn Way™

*An International Certification  
Qualification as a Practitioner in  
Human & Social Systems Business  
Change & Digital Transformation.*

## *An International Certification for Digital & Change Practitioner*

Humans are the most sensitive part of digital transformation - they are also the magic that brings digital transformation success.

If you are a practitioner with responsibility for digital change or transformation, you will likely be struggling to fully engage the culture and/or leaders within your system.

1. How to activate leadership participation and grow an appetite for experimentation?
2. How to build a culture that trusts and believes in change enough to build a groundswell?

This program addresses your ability to do this and more - to cultivate your own modern leadership credibility.

Learn a framework that has been built around the human, for the human.

The Digital Transformation  
challenge on your mind?

**Follow  
us**

...to change  
your mind!



**REGISTER HERE**

By becoming a certified practitioner in an international framework for human and social systems change and transformation, you will be able to unlock the biggest challenge of digital transformation:  
**The Human System**

*This unique international certification program takes you on two distinct journeys:*

1. Your own transformation into a mature 4-D leader, others trust and are willing to follow.
2. Build your knowledge and capability in The Dilyn Way™ framework to deploy within your digital change and transformation projects, to engage and empower human & social systems transformation.

**BE A DIGITAL  
PRACTITIONER FIT FOR  
A 4D WORLD**



ADAPT2DIGITAL

AN ADAPT2DIGITAL PROGRAM

## ABOUT THE PROGRAM

### Core Outcome

Digital transformation is really a people movement.

Since COVID digital transformation efforts have accelerated as much as 10 years according to some analysts. Yet, one challenge remains. The mindset and behaviour of our leaders responsible for visioning, guiding and enabling a brighter future, and the openness towards change at a workforce and system level.

This program has been designed to give digital practitioners the ability to embrace these two vital elements of digital transformation; turning the project, program or strategy into a successful people movement with role model leadership at its core.

### WHO IS THIS PROGRAM FOR?

#### Digital Practitioners:

- Project & program Managers
- Learning & Development Practitioners
- Change Managers
- Product Managers
- Technical & Data Specialists
- Senior Leaders
- Digital & Data Leads

## PROGRAM SCOPE

**Blended Experience** – A rich mixture of virtual daily Mission Briefings, 121 coaching, diagnostics, experimentation and peer to peer action learning & social learning.

**Developing a 4-D leadership mindset** – Assess and align your current profile with the future leadership mental model using our unique profiling tool, to begin your own unique transformation journey as a modern leadership role model.

**Challenging & fun** – Our facilitators are seasoned digital experts themselves, they will guide you through the framework and associated approaches and techniques that will engage and delight your audiences.

**The Network Effect** – As well as being a part of the program, you will also have access to a global community of practice where coaches, digital practitioners, disruptive & future leaders all connect to create a better world - one person at a time.

**Action Orientated & Experimental**– everyone is unique, and everyone learns better when they learn from action rather than take action after learning. We take a 20/80 view; 20 knowledge, 80 experimentation, reflection and growth.

*“With a codified human & social systems framework for change & transformation we have the key to unlocking success for all digital practitioners.”*

Mel Ross

## An immersive blended experience...

- ✓ Live interactive Mission Briefings
- ✓ State of the trends & insights
- ✓ International Certification
- ✓ No educational prerequisites
- ✓ Mobile and desktop ready
- ✓ 121 Coaching Sessions
- ✓ Community Access & Networking
- ✓ Global Practitioner Alumni Group