DRIVING GROWTH AND CULTURAL TRANSFORMATION
THROUGH EXECUTIVE DEVELOPMENT

LEADING WITH DIGITAL FLUENCY

Topic Area: Digital Fluency & Innovation

Client Industry: Logistics & Delivery Services

EMORY GOIZUETA BUSINESS SCHOOL | Emory Executive Education

The Challenge

As digital technologies rapidly reshape industries, the C-suite recognized the need to evolve its leadership mindset and capabilities. The company aimed to:

- Foster a digital-first mindset across leadership
- Enhance cross-functional collaboration to drive innovation
- Improve customer and employee experiences through digital solutions
- Stay competitive against digital-native disruptors

The Approach

In partnership with Emory Executive Education, a cross-functional team of senior leaders co-developed a multi-disciplinary executive learning experience designed to:

- Illuminate how digital transformation is reshaping business models
- Encourage leaders to reimagine business problems through a digital lens
- Keep the customer at the center of digital innovation
- Equip teams to co-create and co-learn across functions
- Preserve core elements of UPS culture while embracing change

Program Highlights

- Thought leadership from Emory faculty
- Real-world context provided by company executives
- Collaborative problem-solving across business units
- Exploration of emerging technologies and data-driven insights

The Outcome

The initiative led to:

- A shift in leadership mindset, refocusing problem-solving through a **client-centric lens**
- **Cross-functional collaborative innovations** that improved services for customers and employees
- Greater **operational efficiency** through technology
- A stronger, more agile **digital culture** within the organization

Key Questions

- How might we capitalize on digital enablement to respond to competitive market shifts and secure long-term growth?
- How can we build internal capabilities and enhance our external eco-system to solve complex strategic challenges with a structured, client-centered approach?
- Where should we invest our resources to drive innovation in a constantly changing market landscape?