



The DELTA Program

Digital Enterprise Leadership To Action

Introduction

DELTA is a tailored executive development program, that enables business leaders to **grasp and internalise the critical impacts of the ongoing digital revolution**.

Outside the enterprise, top teams now see a market in **perpetual disruption**. Change, already utterly pervasive, often seems unmanageable.

DELTA program leader Michael Bayler is a renowned strategist and published author, specialising in innovation in media and technology. He equips his clients to achieve **timely, mission-critical breakthroughs**, advancing both their businesses and their personal careers. (Endorsements: p.2)

The DELTA Impact

Business leaders have no great interest in becoming digital ninjas. But most lack a confident, sector- and enterprise-relevant and communicable point of view regarding the true impacts of the **connected consumer, social media, the smartphone, and the role and value of data** in driving strategy and competitive advantage.

It's the way technology changes consumer behaviours that leadership above all needs to grasp, in order to establish a firm and ownable foundation. And this is where **DELTA** comes in.

Clients master the **essential cultural and commercial effects** of digital. They can then put it down, and move on to meet the many challenges that this radically changed environment creates.

Program and Cost Guidelines

The goal of **DELTA** is to achieve these results with minimal budgetary pain or disruption to crowded executive schedules.

A **DELTA** program takes the form of workshops, mentoring, training, consultancy, keynotes; or a blend of some or all of them.

Tailored workshop, 1 + days	Including enterprise- and sector-focused briefing, research and preparation	<£5,000.00
1:1 (or 1:several) mentoring	Across say 3-4 months	<£10,000.00
Broader training program	To take key learnings to a broader management team	<£1,000.00 per delegate
Consultancy	Project engagements as needed	<£2,000.00 per day, volume commitments discounted
Keynotes	Private or public lectures	<£2,500.00

Contact

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Client Endorsements

"Mike's razor sharp mind, his depth of experience and knowledge in the behavioural drivers of the social networking revolution and his ability to bring it to life through analogy, are some of the qualities I experienced that have made him the respected thought leader and author that he is."

Peter Sieyes, Global Head of Digital, Diageo plc (2012)

"Mike and I worked closely 2006-2008, when my key remit was to drive a revolutionary 360° planning model globally across a very conservative marketing business. His deep experience and expertise in consumer value in digital, the impacts on social and content strategy, and the implications for both the creative and planning aspects of brand building, were invaluable to me."

Ian James, Global Head of Digital, Bacardi Global Brands (2010)

"There are quite a few people happy to talk about Web 2.0 and the implications of digital media for major brands. There are rather fewer people who have a clear and enthusiastic idea about what to do in response. Michael Bayler and team are part of that small and exclusive latter group."

Rory Sutherland, Vice-Chairman, Creative Director, Ogilvy Group (2010)

"I've turned to Mike for strategic support and insight several times in the past 5 years. In particular, his ability to turn sharp-end technical developments into easily understood, compelling propositions that appeal to all stakeholders, is a rare and valuable talent."

Tanya Field, Director, Mobile Data Group, Telefonica (2011)

"It is often said that the role of CEO is a lonely one but it becomes a lot easier when you make connections with outstanding thinkers who can inspire you to drive forward your own performance and that of the organisation. I found that person in Michael Bayler. He was also thoughtful, creative and challenging and was a great inspiration to me."

Graham Kemp, Chairman and CEO, The Marketing Store, 2011

"The media and entertainment innovation team for the wild frontiers of the 21st Century is Bayler & Associates. They continue to show the way forward, and their work with us has profoundly shaped our approach to digital opportunities."

Tim Clark, ie Music, manager Robbie Williams (2008)

"Michael Bayler and team have a unique talent ... to take technical concepts and turn these into value propositions, that can be easily understood by business leaders, industry commentators and consumers."

Phil Dance, CIO, OneIT, BT (2006)

Biography

After an international career in the music industry, including 7 years in the US, Mike was an early entrant into new media 20 years ago.

He's since advised many of the world's leading brand owners, media companies and international stars, including Diageo, Telefonica, PayPal, FremantleMedia, Bacardi Global Brands, Warner Bros., BSKyB, SABMiller, BT, Sony Music, Ogilvy & Mather, Nokia, Robbie Williams and Simon Cowell's SyCo.

Mike is the co-author of the seminal work on online business strategy, *Promiscuous Customers: Invisible Brands* (Capstone, Oxford, 2002). He writes regularly for leading trade publications in media and marketing, and is a popular speaker at international conferences, seminars and corporate events.