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DIGITAL INNOVATION AND TRANSFORMATION | DIT-018

Digital Transformation Strategy and Leadership

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Course content

Why Attend

Digital transformation requires coordinated changes in strategy, operating models, customer experience, technology, data, processes, and organizational capabilities. Investing in new technologies without clear business priorities can create fragmented initiatives, rising costs, and limited measurable value. Leaders therefore need a structured approach for deciding where transformation is required, which digital capabilities should be developed, and how implementation will be governed.

This Digital Transformation Strategy and Leadership course develops the strategic and leadership capabilities required to design, prioritize, and execute enterprise transformation initiatives. Participants examine digital business models, customer experience, process modernization, data and AI, cloud platforms, automation, digital governance, organizational culture, and transformation performance. The programme connects technology investment with business strategy and measurable organizational outcomes.

Professional Problems This Course Is Designed to Solve

• Fragmented digital initiatives: Aligning technology, process, data, customer, and workforce transformation under a coherent enterprise strategy.

• Technology investment without measurable value: Connecting digital initiatives with business objectives, performance indicators, customer outcomes, and financial benefits.

• Unclear transformation priorities: Evaluating and prioritizing initiatives according to strategic value, feasibility, dependencies, risk, and organizational readiness.

• Legacy processes and operating models: Identifying where workflows, organizational structures, decision processes, and technology platforms restrict performance and innovation.

• Weak leadership and employee adoption: Building executive sponsorship, stakeholder commitment, digital capabilities, and organizational readiness for change.

• Difficulty governing data, AI, cloud, and automation: Establishing decision rights, accountability, risk controls, and responsible use across digital initiatives.

• Failure to sustain transformation: Developing roadmaps, governance structures, performance measures, and continuous improvement mechanisms that extend beyond initial implementation.

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Course Methodology

The programme combines strategic briefings, digital maturity assessments, transformation case studies, leadership exercises, business model workshops, stakeholder scenarios, and roadmap development. Participants evaluate realistic transformation challenges and progressively build a digital transformation strategy connecting business priorities, technology capabilities, people, governance, investment, and measurable outcomes.

Course Objectives

By the end of this course, participants will be able to:

- Develop a digital transformation strategy aligned with organizational objectives
- Assess digital maturity and identify priority transformation opportunities
- Evaluate emerging technologies according to business value rather than technology novelty
- Redesign customer journeys, processes, and operating models for digital delivery
- Connect data, AI, cloud, automation, and digital platforms with strategic priorities
- Prioritize transformation initiatives using value, feasibility, risk, and dependency criteria
- Lead cultural and organizational change associated with digital transformation
- Establish effective governance and accountability for transformation programmes
- Develop meaningful KPIs for measuring transformation progress and business value
- Build an actionable digital transformation roadmap

Target Audience

This course is suitable for:

- Executives and senior managers
- Digital transformation leaders
- Chief digital and technology professionals

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Target Audience

- Strategy and innovation managers
- Business unit leaders
- IT and information systems managers
- Programme and transformation managers
- Professionals responsible for organizational modernization and digital initiatives

Target Competencies

Participants will develop competencies in:

- Digital transformation strategy
- Digital leadership
- Digital maturity assessment
- Business model innovation
- Customer experience transformation
- Data and AI strategy
- Digital operating models
- Transformation governance
- Change leadership
- Transformation roadmap development

Course outline

Day 1: Digital Transformation Strategy and Organizational Readiness

- Defining digital transformation beyond technology implementation and digitization

Course content

Course outline

• Assessing organizational digital maturity across strategy, customers, processes, data, technology, people, and governance

• Identifying market, customer, operational, and technology forces creating transformation requirements

• Connecting digital transformation priorities with corporate strategy and business objectives

• Identifying capability gaps, legacy constraints, organizational dependencies, and transformation barriers

• Practical exercise: Conducting a digital maturity assessment and identifying priority transformation opportunities

Day 2: Digital Business Models and Customer Experience Transformation

• Examining how digital technologies reshape value propositions, channels, products, services, and revenue models

• Identifying opportunities for platform, subscription, ecosystem, and digitally enabled service models

• Mapping customer journeys to identify friction, unmet needs, and opportunities for digital improvement

• Applying customer-centric design principles to transformation initiatives

• Redesigning processes and service experiences across physical and digital channels

• Case study: Developing a digitally enabled customer value proposition and redesigned customer journey

Day 3: Data, Artificial Intelligence, Cloud and Automation Strategy

• Establishing the role of enterprise data as a strategic asset for transformation and decision-making

• Identifying business applications for analytics, artificial intelligence, and generative AI

• Understanding how cloud computing supports scalability, modernization, integration, and digital service delivery

• Evaluating automation opportunities across repetitive, rules-based, and knowledge-intensive processes

• Connecting APIs, digital platforms, applications, data, AI, and automation within the broader transformation architecture

• Workshop: Building a technology capability map linked directly to business transformation priorities

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Course outline

Day 4: Leading Organizational Change and Digital Culture

• Defining leadership responsibilities in enterprise transformation programmes

• Building executive sponsorship and cross-functional ownership of digital initiatives

• Developing organizational capabilities, digital skills, and new ways of working

• Addressing resistance, uncertainty, competing priorities, and transformation fatigue

• Creating a culture that supports experimentation, collaboration, learning, and evidence-based decision-making

• Practical scenario: Developing a stakeholder engagement and change leadership plan for a major digital transformation initiative

Day 5: Digital Transformation Governance, Execution and Value Measurement

• Establishing transformation governance, decision rights, executive oversight, and accountability

• Prioritizing digital initiatives according to business value, feasibility, risk, dependencies, and resource requirements

• Developing transformation portfolios and phased implementation roadmaps

• Defining KPIs for customer impact, operational performance, adoption, financial value, innovation, and digital capability

• Monitoring benefits realization and adjusting transformation priorities based on evidence and performance

• Capstone exercise: Developing and presenting an enterprise Digital Transformation Strategy and Implementation Roadmap covering priorities, technology capabilities, leadership actions, governance, investment, and measurable business outcomes

Seminar dates

Available seminar dates

Live dates and pricing for Digital Transformation Strategy and Leadership generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.