

€ TRAINING

Strategic Management of Technology





Strategic Management of Technology

Introduction:

This workshop focuses on the strategic management of technology within organizations. Participants will learn how to align technology with business goals, leverage innovation, and manage technological change effectively to gain a competitive advantage.

Workshop Objectives:

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

- Understand the role of technology in achieving business objectives.
- Identify key trends and innovations shaping various industries.
- Develop strategies for effective technology adoption and implementation.
- Analyze the impact of technology on organizational processes and culture.
- Create a framework for continuous technological assessment and improvement.

Target Audience:

- Managers and executives in technology-related roles.
- Business leaders seeking to integrate technology into their strategic planning.
- IT professionals looking to align their work with organizational goals.

Workshop Outline:

Unit 1:

The Role of Technology in Business Strategy:

- Explore how technology influences competitive advantage.
- Discuss the relationship between technology strategy and business objectives.
- Review frameworks for aligning technology with organizational strategy.
- Identify key performance indicators for measuring technology impact.

Unit 2:

Innovation and Emerging Technologies:

- Define innovation and its significance in strategic management.
- Analyze current trends in emerging technologies AI, IoT, blockchain, etc..
- Discuss the processes of fostering a culture of innovation.
- Explore methods for evaluating the potential of new technologies.
- Develop strategies for adopting and scaling innovative solutions.

Unit 3:

Managing Technological Change:

- Understand the challenges associated with technological change.
- Explore models for effective change management.
- Discuss the importance of stakeholder engagement and communication.
- Identify strategies for training and upskilling employees.
- Create a roadmap for implementing and monitoring technological changes.