€ TRAINING

Leading Digital Transformation

17 - 21 November 2024
Sharm El-Sheikh (Egypt)
Sheraton Sharm Hotel,
Resort,

Leading Digital Transformation

REF: W1961 DATE: 17 - 21 November 2024 Venue: Sharm El-Sheikh (Egypt) - Sheraton Sharm Hotel, Resort, Fee: 4095 Euro

Introduction:

The Leading Digital Transformation training program is a strategic initiative focused on guiding organizations through the adoption of digital technologies. It equips participants with the necessary skills and knowledge to drive innovation and succeed in a digital-first environment. Through a blend of theory and practical application, it enables organizations to effectively navigate and leverage digital opportunities.

Program Objectives:

At the end of this program the participants will be able to:

- Create and implement a digital maturity assessment tool that is unique to each organization.

- Use the principles of digital transformation to solve a real-world organizational problem.

- Find methods and resources that are goal-oriented to create a vision and plan for the future of their businesses.

- Showcase leadership and cultural change ideas, as well as self-identification and reflection practices, to integrate into organizational strategies and spur future progress.

- Set a business agenda for their future business evolution using visioning, goal-setting, and planning strategies.

Targeted Audience:

- Executives and senior leaders responsible for driving organizational change.

- Managers and decision-makers seeking to understand and implement digital transformation strategies.

- Professionals in various industries interested in leveraging digital technologies to enhance business processes.

- Entrepreneurs and business owners aiming to adapt and thrive in an increasingly digital marketplace.

Program Outline:

Unit1:

Knowing how the digital organization works and how you fit in:

- How digital is your organization?

- Knowing your identity and the principles that guide you

- What are the core digital skills?

- What qualities of leadership and followership are needed?

- What is Digital Transformation?

Unit2:

Strategy for digital transformation and focus on the client:

- Definition of "digital".

- Customer-centricity.

- Customer experience elements.

- Service design from the front and back internal vs. external "customers".

- mapping of customer experience.

- Empathy diagrams.

- Proto-personas.

Unit3:

Embracing Digital Transformation:

- The development of your digital transformation plan and/or the development of a sub-strategy for your contribution to a larger organizational aim.

- Restrictions, encouragement, and opportunity spotting.

- Boundaries to development.

Unit4:

Leading Digital Transformation:

- Understanding stakeholders.

- Project prioritization for digital transformation.

- Planning the implementation of a digital strategy.

Unit5: Bringing it all together:

- Implementation and Execution.

- Change Management.

- Performance Monitoring and Evaluation.

- Continuous Improvement.

- Future Trends and Emerging Technologies.