€TRAINING

Certificate in Digital Transformation CDT

26 - 30 May 2024
Sharm El-Sheikh (Egypt)
Sheraton Sharm Hotel,
Resort,

Certificate in Digital Transformation CDT

REF: W1959 DATE: 26 - 30 May 2024 Venue: Sharm El-Sheikh (Egypt) - Sheraton Sharm Hotel, Resort, Fee: 4095 Euro

Introduction:

The Certificate in Digital Transformation CDT training program provides participants with essential skills and knowledge for leading organizational change in the digital era. Covering emerging technologies, digital strategies, and change management principles, it prepares individuals to drive successful transformations. Graduates receive certification recognizing their proficiency in navigating digital shifts effectively.

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

- Describe the process and journey of digital transformation, from digitization to transformation.

- Utilize cutting-edge technologies like Big Data, Blockchain, Cloud Computing, Robotic Process Automation RPA, and Metaverse, and provide examples of how they can be used in business.

- Recognize the guiding concepts for creating and executing a digital company strategy.

- Describe key trends resulting from the digital revolution and the importance of implementing them.

- Transform digital strategy into action by actively participating in developing the leadership and governance structure for digital transformation initiatives.

Targeted Audience:

- Executives and senior leaders driving digital initiatives within organizations.

- Managers and professionals responsible for implementing digital transformation strategies.

- Entrepreneurs seeking to adapt their businesses to the digital landscape.

- Teams tasked with leading digital transformation projects within their organizations.

Program Outline:

Unit 1:

Digital Transformation Overview:

- What is Digital transformation?

- Digital transformation frameworks

- What are the benefits of digital transformation?

Unit 2:

Innovation

- Define innovation.

- Innovation stages.

- What is design thinking?

- Design thinking steps.

- Sprint workshops.

Unit 3:

Emerging technologies

- Big Data.

- Blockchain.

- Cloud Computing.

- Robotic Process Automation RPA

- Metaverse.

Unit 4:

Digital Transformation Strategy

- Where to start.

- Who leads digital transformation?

- Formulating a digital transformation strategy.

Unit 5:

Principles of Digital Business Strategy

- Know yourself.

- Know your customer.

- Competition.

- Resources.

- Current position.

- Engine of growth.

- Tactics.