

# € TRAINING

Leading Digital Transformation



5 - 9 August 2024  
Barcelona (Spain)



# Leading Digital Transformation

REF: W1961 DATE: 5 - 9 August 2024 Venue: Barcelona (Spain) - Fee: 6145 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.