€TRAINING

Leading Digital Transformation

4 - 8 November 2024
Madrid (Spain)

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REF: W1961 DATE: 4 - 8 November 2024 Venue: Madrid (Spain) - Fee: 5850 Euro

Introduction:

This 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.

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:

Unit 1:

Assessing Digital Maturity:

- Understanding the concept of digital maturity and its importance for businesses.

- Developing a customized digital maturity assessment tool for organizations.

- Key metrics for evaluating digital readiness across various departments.

- Analyzing current technology infrastructure and business processes.

- Identifying digital gaps and areas for improvement based on the assessment results.

Unit 2:

Solving Problems Through Digital Transformation:

- Defining digital transformation and its impact on organizational growth.

- Applying digital tools to address real-world business challenges.

- Leveraging automation and AI to improve operational efficiency.

- Enhancing customer experience through technology-driven solutions.

- Case studies on successful digital transformations in different industries.

Unit 3:

Visioning and Planning for a Digital Future:

- Setting a clear vision for the future of the business in a digital-first world.

- Aligning digital transformation with organizational goals and objectives.

- Identifying key digital tools and resources for long-term success.

- Creating a strategic roadmap for digital growth and innovation.

- Setting measurable short-term and long-term goals for digital adoption.

Unit 4:

Leadership and Cultural Change in a Digital Era:

- Exploring the role of leadership in driving digital transformation.

- Encouraging a culture of innovation and digital adoption across teams.

- Self-reflection practices for leaders to enhance their digital competencies.

- Integrating leadership and cultural strategies into overall business goals.

- Promoting collaboration and adaptability in a rapidly evolving digital landscape.

Unit 5:

Future-Proofing Your Business:

- Setting a forward-thinking business agenda for digital evolution.

- Using visioning and goal-setting techniques to prepare for future challenges.

- Ensuring the flexibility and scalability of digital initiatives.

- Monitoring and adjusting strategies as new technologies emerge.

- Building resilience through continuous learning and adaptation to change.