

# € TRAINING

Certified Digital Transformation Professional  
CDTP

11 - 15 August 2024  
Istanbul (Turkey)





# Certified Digital Transformation Professional CDTP

REF: W2576 DATE: 11 - 15 August 2024 Venue: Istanbul (Turkey) - Fee: 5850 Euro

## Introduction:

This program is designed to prepare participants for the certification exam only.

This training program equips participants with the knowledge and skills to navigate this dynamic environment. This program empowers them to become a certified changemaker, driving innovation and propelling their organization to the forefront of the digital age.

## Program Objectives:

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

- Demonstrate a comprehensive understanding of digital transformation concepts, drivers, and potential disruptions.
- Develop and implement a personalized digital transformation roadmap aligned with organizational goals.
- Evaluate and leverage smart technologies for optimized operations.
- Employ data analytics and business intelligence tools to extract valuable insights and inform strategic decision-making.
- Develop effective change management strategies to foster a culture of digital adoption within the organization.
- Prepare for the Certified Digital Transformation Professional CDTP exam.

## Targeted Audience:

- Professionals seeking a career in digital transformation.
- Business leaders and managers.
- Project managers and change management specialists.
- IT professionals and technology enthusiasts.

## Program Outline:

Unit 1:

Demystifying Digital Transformation:

- Define digital transformation and its core principles digital maturity, agility, customer centricity.
- Explore the drivers and potential disruptions in the digital era technological advancements, changing customer expectations, globalization.
- Analyze successful digital transformation case studies across various industries.
- Identify key digital transformation trends and technologies artificial intelligence, cloud computing, big data.

## Unit 2:

### Building Your Digital Transformation Roadmap:

- Develop a personalized digital transformation roadmap outlining key initiatives and milestones.
- Align digital transformation goals with organizational strategy vision, mission, core values.
- Conduct a digital maturity assessment to identify strengths, weaknesses, and opportunities for improvement.
- Prioritize digital transformation initiatives based on impact, feasibility, and resource constraints.

## Unit 3:

### Leveraging Smart Technologies for Success:

- Explore the potential of Artificial Intelligence AI in digital transformation automation, machine learning, predictive analytics.
- Understand the applications of blockchain technology for secure transactions and data management.
- Learn how the Internet of Things IoT can optimize operations and data collection across the organization.
- Analyze the impact of big data and cloud computing on digital transformation initiatives data storage, scalability, accessibility.

## Unit 4:

### Data-Driven Decision Making:

- Utilize data analytics tools to extract valuable insights from various data sources customer data, operational data, market research.
- Design and implement business intelligence dashboards for real-time data visualization and informed decision-making.
- Employ data-driven strategies for risk management and performance optimization across digital transformation initiatives.



- Measure the success of digital transformation initiatives using key performance indicators KPIs aligned with strategic objectives.

## Unit 5:

### Leading and Managing Change:

- Develop effective change management strategies to navigate resistance and ensure successful digital transformation adoption.
- Foster a culture of innovation and digital adoption within teams through training, communication, and collaboration.
- Implement communication strategies to address employee concerns and build buy-in for the digital transformation journey.
- Manage stakeholder expectations throughout the digital transformation process and secure their ongoing support.
- Prepare for the certification exam.

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