

€ TRAINING

Certificate in Digital Transformation CDT



13 - 17 April 2025
Online



Certificate in Digital Transformation CDT

REF: W1959 DATE: 13 - 17 April 2025 Venue: Online - Fee: 2250 Euro

Introduction:

This training program is designed to provide participants with the knowledge and skills needed to guide their organizations through digital transformation initiatives. It covers the fundamentals of digital transformation, the technologies driving change, and the strategies for effective implementation.

Program Objectives:

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

- Understand the key components and drivers of digital transformation.
- Assess and strategize the digital readiness of their organization.
- Implement digital technologies to enhance operational efficiency and customer engagement.
- Lead change management efforts to support digital transformation.
- Evaluate the impact of digital initiatives and adapt strategies for sustained success.

Targeted Audience:

- Executives and managers overseeing digital projects.
- IT professionals involved in digital system implementations.
- Change managers and transformation leaders.
- Professionals in roles responsible for driving innovation and change.
- Strategy consultants focusing on digital business models.

Program Outline:

Unit 1:

Introduction to Digital Transformation:

- Defining digital transformation and its importance in the modern business landscape.
- Overview of the technologies that drive digital transformation, such as AI, IoT, and blockchain.
- Assessing the impact of digital transformation on various industries.

- The role of data and analytics in shaping business strategies.

Unit 2:

Planning and Strategy for Digital Transformation:

- Methods of Developing a digital transformation strategy aligned with business goals.
- Techniques for conducting a digital readiness assessment for your organization.
- Identifying key areas for digital innovation and investment.
- Building a roadmap for digital transformation including milestones and KPIs.
- Strategies for securing stakeholder buy-in and resources.

Unit 3:

Implementing Digital Solutions:

- Advices for selecting and deploying digital technologies.
- Managing digital projects: methodologies and tools for success.
- Integrating digital solutions with existing business processes.
- Overcoming challenges in technology adoption and integration.
- Case studies on digital solution implementation in various sectors.

Unit 4:

Change Management in Digital Transformation:

- Understanding the human side of digital transformation.
- Techniques for managing resistance to change and fostering a digital culture.
- Communication strategies to keep teams aligned and motivated.
- Importance of training and development for skill enhancement in a digital era.
- Measuring and sustaining engagement throughout the transformation process.

Unit 5:

Measuring Success and Continuous Improvement:



- Establishing metrics and KPIs to evaluate the success of digital initiatives.
- Utilizing feedback and data to refine digital strategies.
- Continuously improving digital capabilities through iterative processes.
- Leveraging customer insights and feedback for ongoing improvements.
- Future trends in digital transformation and how to stay ahead.