€TRAINING

Certified Digital Transformation Professional
CDTP

18 - 22 May 2025
Sharm El-Sheikh (Egypt)

Certified Digital Transformation Professional CDTP

REF: W2576 DATE: 18 - 22 May 2025 Venue: Sharm El-Sheikh (Egypt) - Fee: 4095 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. It empowers them to become changemakers, 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:

- Understand the core principles and drivers of digital transformation and analyze successful case studies across various industries.

- Develop a personalized roadmap that aligns digital transformation initiatives with organizational strategy and conduct a digital maturity assessment.

- Utilize smart technologies such as AI, blockchain, and IoT to enhance operational efficiency and drive innovation within their organizations.

- Apply data analytics for informed decision-making and develop effective change management strategies to foster a culture of digital adoption.

- 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:

- How to 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 and Leading Change:

- 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.

- 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.

- Techniques to manage stakeholder expectations throughout the digital transformation process and secure their ongoing support.

Unit 5:

Exam Preparation:

- Review of key concepts and skills.

- Sample exam questions and their potential answers.

- Exam format and structure overview.

- Resources for further study and practice.

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