Agile Project Management for Digital Transformation Training Course



16 - 20 Nov 2026

Madrid

5900 € (Per Person)

Ref: #DT1171_92144

Course Introduction / Overview:

This course provides a comprehensive framework for leading and executing digital transformation initiatives using Agile project management methodologies. In today's rapidly evolving business landscape, digital transformation is not merely a technological upgrade but a fundamental shift in organizational culture, strategy, and operations. This program is designed to equip participants with the skills to navigate this complexity with agility and precision. Drawing on principles discussed by thought leaders like Eric Ries in his influential book, "The Lean Startup," we explore how iterative development and validated learning can de-risk innovation and accelerate value delivery. Participants will move beyond theoretical concepts to master practical applications of frameworks like Scrum and Kanban, tailored specifically for the unique challenges of digital projects. At BIG BEN Training Center, we have crafted a curriculum that integrates strategic planning with hands-on execution, ensuring that you can effectively manage stakeholder expectations, foster a culture of continuous improvement, and drive meaningful business outcomes. This training course is your definitive guide to becoming a leader who can successfully steer their organization through the turbulent waters of digital change, ensuring projects are delivered on time, within budget, and to the highest standard of quality and relevance.

Target Audience / This training course is suitable for:

- Project Managers and Program Managers.
- Digital Transformation Leaders and Strategists.
- IT Managers and Team Leads.
- Product Owners and Product Managers.
- Scrum Masters and Agile Coaches.
- Business Analysts and Systems Analysts.
- Department Heads and Senior Executives.
- Anyone involved in planning or executing digital initiatives.

Target Sectors and Industries:

- Information Technology and Software Development.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail, E-commerce, and Consumer Goods.
- Telecommunications and Media.
- Manufacturing and Engineering.
- Government and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Project Management Office (PMO).
- Information Technology (IT) and Digital Services.
- Product Development and Innovation.
- Marketing and Digital Strategy.
- Operations and Business Process Management.
- Strategic Planning and Corporate Development.
- Human Resources and Organizational Development.
- Customer Experience and Service Delivery.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply the core principles and values of the Agile Manifesto to digital transformation contexts.
- Implement and manage projects using Scrum and Kanban frameworks effectively.
- Develop and prioritize a product backlog with clear user stories and acceptance criteria.
- Facilitate key Agile ceremonies, including sprint planning, daily stand-ups, and retrospectives.
- Create an Agile transformation roadmap that aligns with strategic business objectives.
- Lead and motivate cross-functional teams to foster collaboration and high performance.
- Manage stakeholder engagement and communication throughout the project lifecycle.
- Utilize Agile metrics and reporting to track progress and demonstrate business value.
- Champion organizational change and cultivate a sustainable Agile mindset.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and immediately applicable to real-world challenges. We believe that adult learning is most effective when it combines expert knowledge with hands-on practice. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program is built on a foundation of practical case studies derived from successful and challenging digital transformation projects across various industries. Through collaborative group exercises and simulations, participants will work in teams to solve complex problems, make strategic decisions, and experience the Agile process firsthand. Our expert instructors facilitate these sessions, providing personalized feedback and guiding discussions to draw out key learning points. Interactive workshops will cover techniques like user story mapping, value stream analysis, and release planning. Ample time is dedicated to peer-to-peer learning and Q&A sessions, allowing participants to share experiences and gain diverse perspectives. This blended approach ensures that participants not only understand the theory of Agile project management but also develop the confidence and competence to apply it effectively within their own organizations to drive successful digital transformation.

Course Agenda (Course Units):

Unit One: Foundations of Agile in the Digital Era

- The intersection of Agile principles and digital transformation.
- Understanding the Agile Manifesto and its twelve core principles.
- Contrasting Agile with traditional Waterfall project management.
- Key challenges in digital transformation projects.
- The role of an Agile mindset in fostering organizational change.
- Introduction to the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world.
- Aligning Agile initiatives with strategic business goals.

Unit Two: Mastering Agile Frameworks - Scrum and Kanban

- A deep dive into the Scrum framework and its components.
- Understanding Scrum roles: Product Owner, Scrum Master, and Development Team.
- Managing Scrum events: Sprint Planning, Daily Scrum, Sprint Review, and Sprint Retrospective.
- Creating and managing Scrum artifacts: Product Backlog, Sprint Backlog, and Increment.
- Implementing Kanban for continuous flow and visualizing workflow.
- Core Kanban practices: Limiting Work in Progress (WIP), managing flow, and feedback loops.
- Choosing the right framework for your digital project.

Unit Three: Agile Planning and Estimation for Digital Projects

- Developing a compelling product vision and roadmap.
- Techniques for effective user story writing and defining acceptance criteria.
- Building and prioritizing the product backlog with stakeholder collaboration.
- Mastering Agile estimation techniques: story points, planning poker, and t-shirt sizing.
- Conducting release planning and long-term forecasting.
- The concept of the Minimum Viable Product (MVP) in digital innovation.
- Advanced backlog refinement and grooming strategies.

Unit Four: Executing and Leading Agile Digital Transformation

- Facilitating effective and efficient Agile meetings and ceremonies.
- Managing team dynamics and fostering a culture of collaboration.
- Techniques for effective stakeholder communication and management.
- Navigating and leading organizational change during transformation.
- Risk identification and mitigation strategies in Agile projects.
- Utilizing digital collaboration tools to support distributed teams.
- The leader's role in removing impediments and empowering teams.

Unit Five: Scaling Agile and Measuring Success

- Introduction to scaling Agile frameworks (e.g., SAFe, LeSS).
- Strategies for implementing Agile across multiple teams and departments.
- Key Agile metrics: velocity, cycle time, lead time, and burndown charts.
- Measuring business value and return on investment (ROI) for digital projects.
- Fostering a culture of continuous improvement through retrospectives.
- The importance of technical excellence and DevOps practices.
- Developing a long-term strategy for sustainable business agility.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations balance the structured governance required for large-scale digital transformation with the inherent flexibility and adaptive nature of Agile methodologies without compromising either?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by focusing specifically on the complex intersection of Agile project management and enterprise-wide digital transformation. While many courses teach Agile frameworks in isolation, our curriculum is uniquely designed to address the strategic, cultural, and operational challenges inherent in transforming an entire organization. We move beyond the mechanics of Scrum or Kanban to explore how these methodologies can be leveraged as powerful engines for change management, innovation, and competitive advantage. The program emphasizes the development of an Agile mindset and leadership skills, which are critical for navigating resistance and fostering a culture of continuous improvement. Rather than just presenting tools, we delve into the "why" behind the practices, using real-world case studies to illustrate how to adapt Agile principles to fit unique organizational contexts. The content is structured to build a bridge between project execution and business strategy, ensuring that participants learn not only how to manage digital projects efficiently but also how to align them with overarching corporate objectives to deliver tangible and sustainable business value. This holistic approach provides a depth of insight that is rarely found in standard project management training.