Digital Transformation Journey: From Concept to Implementation Training Course



19 - 23 Oct 2026

Madrid

5900 € (Per Person)

Ref: #DT1294_54667

Course Introduction / Overview:

This training course is an essential program for leaders and strategists who are tasked with guiding their organization through a digital transformation. It moves beyond a focus on technology to address the strategic, cultural, and operational challenges of this complex journey. Participants will learn how to build a comprehensive digital strategy, from identifying opportunities to managing implementation and measuring success. The program covers key topics like business model innovation, organizational change management, and building a data-driven culture. It is informed by the work of experts like Peter Weill and Stephanie Woerner, whose book What's Your Digital Business Model? provides a clear framework for companies to reinvent themselves in the digital age. This course at BIG BEN Training Center emphasizes a blend of strategic foresight and practical planning. By the end, professionals will have a clear, actionable roadmap for leading a successful digital transformation. This program is for any organization that wants to remain competitive and relevant in a fast-changing market.

Target Audience / This training course is suitable for:

- Chief Digital Officers (CDOs) and CIOs.
- Senior executives and corporate leaders.
- Strategic planners and business development managers.
- Change management professionals.
- IT managers and department heads.
- Product managers and business analysts.
- Entrepreneurs and startup founders.

Target Sectors and Industries:

- Financial Services and Banking.
- Retail and E-commerce.
- Manufacturing and Industrial Goods.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Media and Communications.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Executive Leadership.
- Strategic Planning.
- Information Technology (IT).
- Business Development.
- Marketing.
- Operations.
- Finance.

Course Offerings:

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

- Formulate a comprehensive digital transformation strategy.
- Diagnose their organization’s current digital maturity.
- Identify and prioritize key digital initiatives.
- Lead a team through the change management process.
- Build a roadmap for implementation and execution.
- Measure the return on investment (ROI) of digital projects.
- Overcome cultural and organizational barriers to change.

Course Methodology:

This training course uses a highly practical and project-based methodology. The program is built around a single, comprehensive case study that follows an organization's digital transformation journey from start to finish. Participants will work in teams to apply a variety of frameworks, like the Digital Business Model Matrix, to analyze challenges and develop solutions. The course is designed to be highly interactive, with hands-on workshops that allow participants to build a realistic roadmap for their own organizations. Each unit includes a project where participants must present their strategic choices and justify their decisions. Instructors at BIG BEN Training Center will provide expert guidance, helping participants navigate the complex interdependencies between technology, culture, and strategy. This pragmatic approach ensures that participants leave with a clear understanding of the principles of digital transformation and the practical skills to lead it in their own companies. This program is for professionals who want to move beyond abstract concepts to concrete, actionable plans.

Course Agenda (Course Units):

Unit One: The Foundations of Digital Transformation

- Defining digital transformation and its core components.
- The difference between digitization, digitalization, and digital transformation.
- Diagnosing your organization's digital maturity.
- The strategic benefits and risks of digital change.
- Case study on a company that successfully transformed.
- Identifying key digital opportunities and threats.
- The role of a leader in setting the vision.

Unit Two: Strategic Planning for Digital Transformation

- Developing a vision and mission for the digital journey.
- Using a digital business model framework.
- Identifying and prioritizing key strategic initiatives.
- Building a clear roadmap for implementation.
- The role of data and analytics in strategic decision-making.
- Planning for different transformation scenarios.
- Workshop on a digital strategy roadmap.

Unit Three: Managing the Change Process

- Understanding the cultural barriers to change.
- Communicating the vision to employees and stakeholders.
- Building a coalition of champions for transformation.
- The role of an agile mindset in a digital journey.
- Developing a change management plan.
- Overcoming resistance from within the organization.
- Case study on a company that failed to manage the change.

Unit Four: Technology and Operations

- Identifying the right technology for your strategy.
- Understanding the role of cloud computing, AI, and automation.
- Transforming core business processes with technology.
- Managing the project lifecycle for a digital initiative.
- The role of cybersecurity and data governance.
- Building seamless customer experience.
- Workshop on a technology implementation plan.

Unit Five: Implementation and Sustainable Growth

- Developing a plan for piloting a new digital solution.
- Establishing key performance indicators (KPIs) for digital projects.
- Measuring the return on investment (ROI) of your transformation.
- The role of a leader in ensuring long-term success.
- Building a culture of continuous learning and improvement.
- Final project presentation on a digital transformation plan.
- Review and feedback session.

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 a leader effectively manage the paradox of digital transformation, which requires both a long-term strategic vision and a culture of agile, rapid experimentation with a tolerance for frequent failure?

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

This training course is unique because it focuses on the entire digital transformation journey, from initial concept to final implementation. Unlike other programs that may focus on a single technology or a specific department, this curriculum provides a comprehensive, strategic framework for change that addresses technology, culture, and business model innovation. It is designed for leaders who need to see the big picture and create a clear roadmap for their organization's future. The course is highly practical, with hands-on workshops that allow participants to build their own transformation plan. This program gives professionals a valuable skill set that combines strategic foresight with a pragmatic understanding of technology and change management. It is about equipping leaders to not just react to digital change but to proactively shape their organization's future.