Digital Transformation Strategy for SMEs Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT2661_264974

Course Introduction / Overview:

This training course is an essential program designed for leaders of small and medium-sized enterprises (SMEs) who want to leverage digital transformation to stay competitive. It moves beyond a focus on simple technology to address the strategic and cultural challenges of this complex journey. Participants will learn how to build a comprehensive digital strategy, from identifying key metrics 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 authors like Michael Porter, who in his book Competitive Strategy, argues that a company can create a sustainable advantage by using technology to create value for its customers. This course at BIG BEN Training Center emphasizes a blend of strategic planning and operational excellence. 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:

- Small and medium-sized enterprise (SME) owners.
- Entrepreneurs and startup founders.
- General managers and department heads.
- IT and digital transformation managers.
- Strategic planners and business development managers.
- Anyone responsible for driving business growth.
- Consultants in technology and business strategy.

Target Sectors and Industries:

- Retail and E-commerce.
- Professional Services.
- Manufacturing and Industrial.
- Hospitality and Tourism.
- Technology and Software.
- Financial Services.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Executive Leadership.
- Strategic Planning.
- Information Technology (IT).
- Marketing and Sales.
- Operations.
- Finance.
- Human Resources (HR).

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 an executive perspective. 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, business strategy, and corporate culture. 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 a Digital SME

- Defining digital transformation and its core components for SMEs.
- The difference between a traditional and a digital SME.
- 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.
- Building a business case for digital investment.

Unit Two: Strategic Planning and Business Models

- 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 of a small business, who is often bound by limited resources and a focus on day-to-day operations, 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 is designed specifically for SMEs, addressing the unique challenges and opportunities of a small business. It recognizes that digital transformation is about business strategy, not just technology, and provides a clear framework for navigating the complexities of institutional change and resource constraints. The curriculum is highly practical, with a focus on real-world case studies and hands-on workshops that allow participants to immediately apply new skills to their own organizations. Unlike a program for a large corporation, this course emphasizes agile implementation and quick wins to build momentum. It gives professionals a valuable skill set that combines strategic foresight with a deep understanding of technology and change management, preparing them to lead their organizations into a more responsive and effective future.