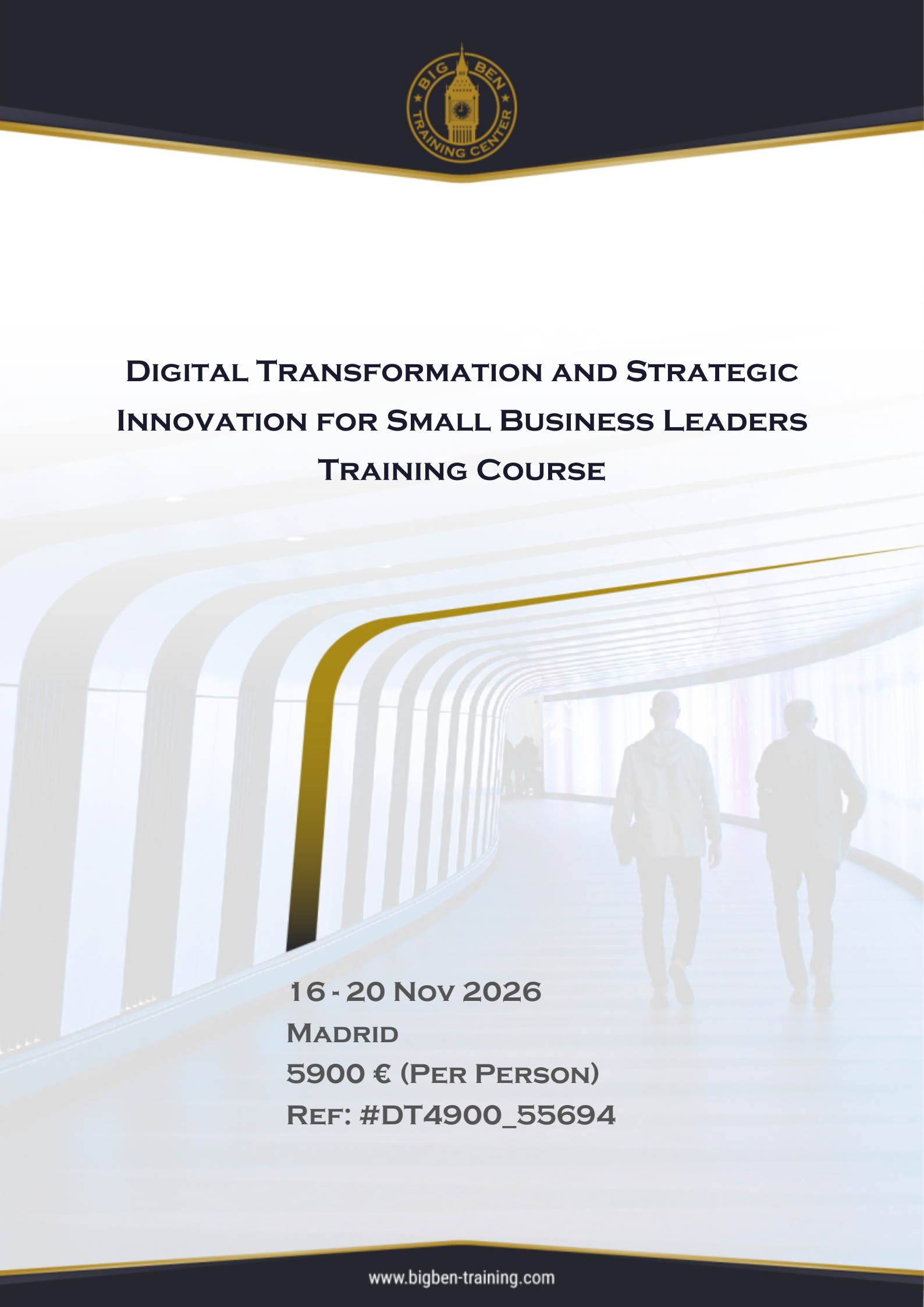
# Digital Transformation and Strategic Innovation for Small Business Leaders Training Course



16 - 20 Nov 2026

Madrid

5900 € (Per Person)

Ref: #DT4900_55694

## Course Introduction / Overview:

This training course is an essential program designed for small business leaders who need to harness the power of digital transformation to drive strategic innovation. It is built on the understanding that digital change is not just about technology, but about reinventing business processes, engaging customers in new ways, and creating a sustainable competitive advantage. Participants will learn how to identify digital opportunities, from streamlining internal operations to launching new digital products. The curriculum addresses key challenges faced by small businesses, including limited resources, organizational resistance, and the need for a clear, actionable roadmap. 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 will equip professionals with the tools to assess their current digital maturity and build a clear strategy for their future. By the end, participants will have a clear understanding of how to use digital transformation not only to survive but to thrive and grow in an increasingly digital world.

## Target Audience / This training course is suitable for:

- Small and medium-sized enterprise (SME) owners and founders.
- Startup leaders and entrepreneurs.
- Business unit managers and department heads.
- Marketing and sales leaders.
- Anyone responsible for driving business growth.
- Consultants working with small businesses.
- Professionals seeking to future-proof their business.

## Target Sectors and Industries:

- Retail and E-commerce.
- Professional Services.
- Hospitality and Tourism.
- Manufacturing and Local Production.
- Healthcare and Wellness.
- Agriculture and Food Production.
- Government agencies and equivalent public sector organizations.

## Target Organizations Departments:

- Executive Leadership.
- Business Development.
- Marketing and Sales.
- Operations.
- IT and Technology.
- Customer Service.
- Strategic Planning.

## Course Offerings:

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

- Develop a clear digital transformation roadmap for their business.
- Identify and prioritize strategic innovation opportunities.
- Use digital tools to streamline operations and reduce costs.
- Create a more effective customer engagement strategy.
- Build a culture of agility and continuous improvement.
- Overcome common challenges like limited resources and internal resistance.
- Lead a digital transformation project from concept to implementation.

## Course Methodology:

This training course uses a highly practical and hands-on methodology tailored to the needs of small business leaders. The program is built around a series of case studies and workshops where participants will apply digital transformation frameworks to their own business. The course is designed to be highly interactive, with a focus on peer-to-peer learning and group problem-solving. Each unit includes a hands-on project, such as creating a digital customer journey map or developing a plan for a new digital product. The curriculum emphasizes a "lean startup" approach, encouraging participants to test and iterate quickly with minimal resources. Instructors at BIG BEN Training Center will act as expert guides, providing personalized feedback on each participant's strategy. This pragmatic approach ensures that participants leave with a clear, actionable plan that they can immediately implement in their own business. This program is for professionals who want to move beyond simply talking about digital transformation to actually making it happen in their organization.

## Course Agenda (Course Units):

### Unit One: The Foundations of Digital Transformation

- Understanding the difference between digitization, digitalization, and digital transformation.
- The strategic benefits of going digital for small businesses.
- Diagnosing your organization's digital maturity.
- The role of a leader in driving digital change.
- Case study on a small business that successfully transformed.
- Identifying key digital opportunities and challenges.
- Building a business case for digital investment.

### Unit Two: Strategic Innovation in a Digital World

- Using digital tools for customer insights.
- Identifying new business models enabled by technology.
- The power of data analytics for strategic decision-making.
- Developing a digital value proposition.
- Balancing incremental change with radical innovation.
- Exploring the role of new technologies like AI and automation.
- Workshop on a digital innovation strategy.

### Unit Three: Transforming Your Operations and Processes

- Using digital tools to streamline internal workflows.
- Automating key business processes.
- Implementing a new enterprise resource planning (ERP) or customer relationship management (CRM) system.
- Managing the change process for your team.
- Building a more agile and responsive organization.
- The role of cybersecurity and data privacy.
- Case study on a company that improved operations with technology.

## Unit Four: The Digital Customer Journey

- Mapping the modern customer journey.
- Using digital channels for marketing and sales.
- Building an effective e-commerce platform.
- The power of social media and content marketing.
- Creating a digital customer service strategy.
- Using data to personalize customer experience.
- Workshop on a digital customer engagement plan.

## Unit Five: Implementation and Sustainable Growth

- Developing a clear roadmap for your transformation.
- Setting key performance indicators (KPIs) for digital initiatives.
- Managing a project with limited resources.
- Creating a culture of continuous learning and improvement.
- Securing funding and buy-in for your digital strategy.
- 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 small business leader, who is often a generalist and already overwhelmed with daily operations, effectively lead a complex digital transformation without the benefit of a large budget or dedicated IT department?

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

This training course is unique because it is designed specifically for small business leaders, addressing their unique challenges and opportunities. It recognizes that digital transformation is not a one-size-fits-all solution and provides a clear, actionable roadmap that is both strategic and realistic for organizations with limited resources. 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 business. Unlike a program for large corporations, this course emphasizes resource management, agile implementation, and quick wins. It gives professionals a valuable skill set that combines strategic foresight with a pragmatic understanding of technology, preparing them to lead their business into the digital future. It is about using digital transformation to create a lasting competitive advantage.