Strategic Digital Transformation and Innovation Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT5499_273446

Course Introduction / Overview:

In today's hyper-competitive landscape, the ability to navigate digital disruption is no longer a strategic advantage but a fundamental requirement for survival and growth. This intensive training course is meticulously designed to equip leaders and strategists with the advanced knowledge and practical frameworks necessary to spearhead digital transformation and foster a culture of sustainable innovation. Drawing upon seminal concepts from thought leaders like Clayton M. Christensen, particularly his work in "The Innovator's Dilemma," the program delves into the core principles of how new technologies can upend established markets. Participants will explore how to harness emerging technologies, reimagine business models, and create unparalleled customer value. This is not merely a theoretical overview; it is a practical roadmap for building organizational agility and strategic foresight. BIG BEN Training Center has developed this course to provide a holistic framework, enabling professionals to move beyond buzzwords and implement tangible, impactful digital strategies that drive measurable results and secure a competitive edge in the digital age. We focus on the integration of strategy, technology, and leadership to create a cohesive and powerful approach to corporate evolution.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs), Chief Information Officers (CIOs), and Chief Technology Officers (CTOs).
- Vice Presidents and Directors of Strategy, Marketing, and Business Development.
- Senior Managers and Department Heads responsible for digital initiatives.
- Innovation Managers and Corporate Strategists.
- Product Managers and Project Leaders in technology-driven environments.
- IT and Technology Leaders tasked with business alignment.
- Business Consultants and Advisors specializing in digital transformation.
- Entrepreneurs and Business Owners seeking to scale their digital operations.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceutical Industries.
- Retail, E-commerce, and Consumer Goods.
- Manufacturing and Industrial Automation.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Media, Entertainment, and Publishing.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategy and Corporate Planning.
- Marketing and Sales Departments.
- Information Technology (IT) and Digital Services.
- Product Development and Management.
- Research and Development (R&D).
- Business Development and Innovation Units.
- Operations and Supply Chain Management.
- Human Resources and Organizational Development.

Course Offerings:

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

- Develop a comprehensive digital transformation roadmap aligned with core business objectives.
- Analyze disruptive technologies and assess their potential impact on the industry.
- Implement agile and lean frameworks to accelerate innovation cycles.
- Cultivate a resilient organizational culture that embraces change and continuous improvement.
- Design customer-centric strategies that leverage data for personalization and engagement.
- Evaluate and construct modern business models, including platform and ecosystem strategies.
- Lead change management initiatives effectively to ensure successful digital adoption.
- Master strategic foresight and scenario planning to anticipate future market shifts.
- Establish key performance indicators (KPIs) to measure the success of digital initiatives.
- Articulate and present a compelling business case for strategic digital investments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning. This course moves beyond traditional lectures to create a dynamic learning environment. We utilize a blend of expert-led presentations, in-depth case study analyses of global companies that have successfully navigated digital transformation, and interactive group workshops. Participants will engage in collaborative exercises, simulations, and brainstorming sessions to tackle real-world business challenges. A significant component of the course is the development of a capstone project, where attendees apply the frameworks and concepts learned to a challenge from their own organization or a realistic scenario. This hands-on approach is reinforced by peer-to-peer feedback and coaching from the instructor, fostering a rich learning ecosystem. The emphasis is on strategic thinking and practical application, equipping leaders not just with knowledge, but with the confidence and skills to execute complex digital strategies within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Digital Strategy and Disruption

- The Digital Imperative and the Modern Competitive Landscape.
- Defining Digital Strategy vs. IT Strategy.
- Analyzing Digital Maturity and Organizational Readiness.
- Frameworks for Digital Transformation: A Comprehensive Overview.
- Understanding Disruptive Innovation Theory and Its Implications.
- Conducting a Digital Competitive and Ecosystem Analysis.
- Aligning Digital Initiatives with Overarching Business Goals.

Unit Two: Cultivating an Innovation-Driven Organization

- The Leader's Role in Championing Digital Change.
- Building a Culture of Experimentation and Psychological Safety.
- Implementing Agile Methodologies for Strategic Execution.
- Applying Design Thinking to Solve Complex Business Problems.
- Fostering Cross-Functional Collaboration for Innovation.
- Managing an Innovation Portfolio and Measuring ROI.
- Strategies for Overcoming Resistance to Change.

Unit Three: Harnessing Emerging Technologies for Strategic Advantage

- Artificial Intelligence (AI) and Machine Learning in Business Strategy.
- The Internet of Things (IoT) and its Impact on Operations and Business Models.
- Blockchain Applications Beyond Cryptocurrency for Enterprise.
- Leveraging Big Data and Advanced Analytics for Decision-Making.
- Cloud Strategy: From Infrastructure to Business Enabler.
- Integrating Cybersecurity into the Core of Digital Strategy.
- Technology Scouting, Vetting, and Adoption Processes.

Unit Four: Reimagining Business Models and Customer Experience

- The Shift to Platform and Ecosystem Business Models.
- Designing and Managing an Omnichannel Customer Journey.
- Data-Driven Personalization and Customer Engagement Strategies.
- Digital Product and Service Innovation Lifecycle.
- Exploring Modern Monetization and Revenue Models.
- Applying Blue Ocean Strategy in a Crowded Digital Market.
- Maximizing Customer Lifetime Value through Digital Touchpoints.

Unit Five: Execution, Governance, and Strategic Foresight

- Developing a Phased Digital Transformation Roadmap.
- Establishing Effective Digital Governance and Steering Committees.
- Defining KPIs and Metrics to Track Transformation Success.
- Introduction to Strategic Foresight and Scenario Planning.
- Building Digital Talent and Future-Ready Capabilities.
- Navigating the Ethical and Societal Implications of Digital Strategy.
- Capstone Project: Presenting the Digital Strategy and Implementation Plan.

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:

In an era of rapid technological advancement, how can established organizations balance the need for disruptive innovation with the operational stability required to serve their existing customer base?

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

This course distinguishes itself by providing a holistic and execution-focused framework rather than a purely theoretical or tool-based overview. While many programs focus on specific technologies, our curriculum integrates the critical pillars of strategy, technology, culture, and leadership into a unified whole. We emphasize the development of strategic foresight and organizational agility, enabling participants to not only react to current trends but to proactively shape their future market position. The curriculum is deeply rooted in established academic principles of strategy and innovation while being intensely practical, using contemporary case studies and a hands-on capstone project. This project challenges participants to apply their learning to a real-world scenario, ensuring the knowledge is not just acquired but internalized. Furthermore, the course places a significant emphasis on the human element of transformation, dedicating substantial time to change management and leadership, which are often the most critical factors for success. It is designed for strategic leaders seeking to build enduring capabilities for continuous adaptation and growth in the digital economy.