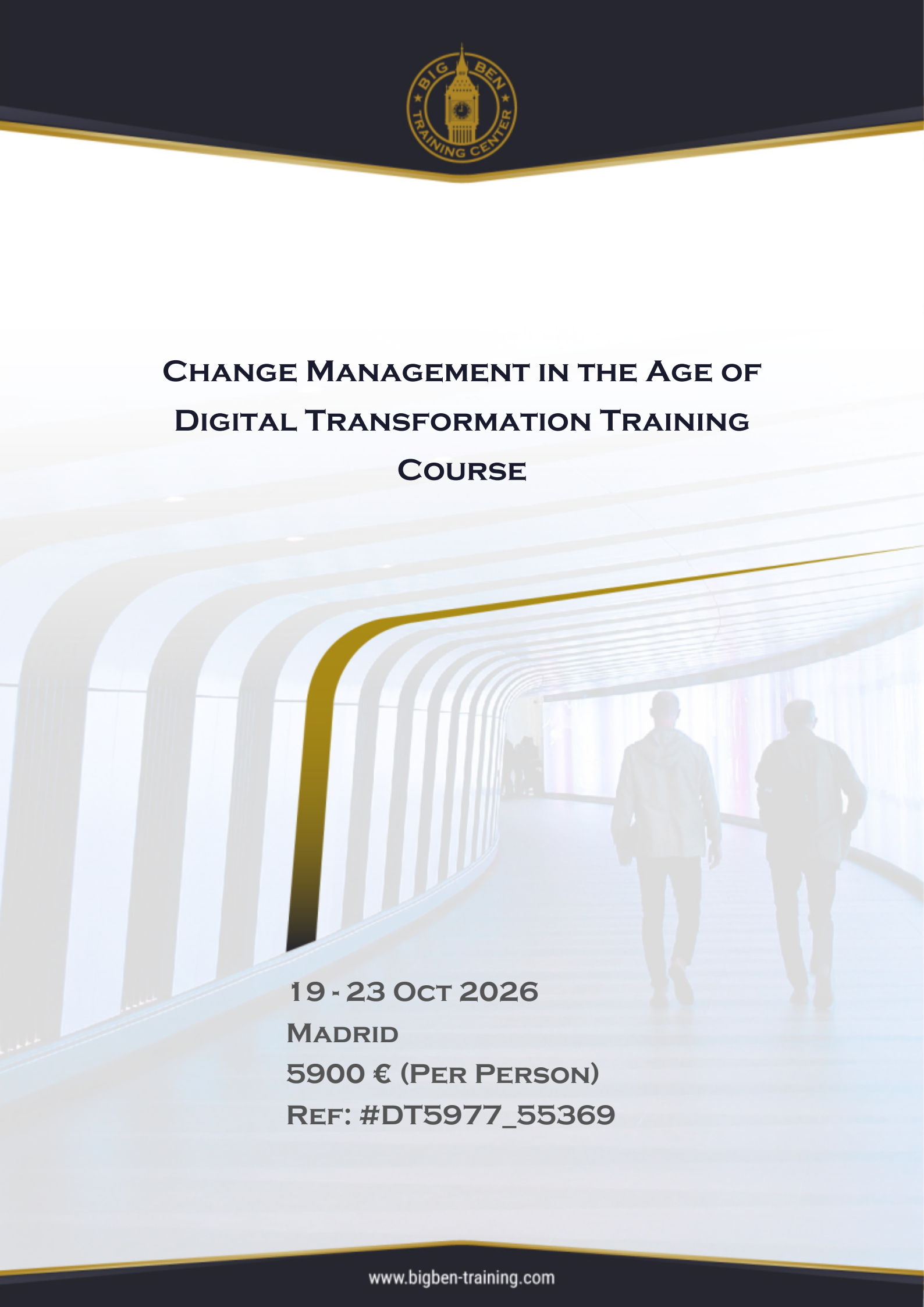
Change Management in the Age of Digital Transformation Training Course



19 - 23 Oct 2026

Madrid

5900 € (Per Person)

Ref: #DT5977_55369

Course Introduction / Overview:

This training course is an essential program designed for leaders who understand that the human element is the most important factor in any digital transformation. It moves beyond a focus on technology to address the strategic and cultural challenges of building a flexible and resilient organization. Participants will learn how to build a comprehensive change management strategy, from identifying key stakeholders to managing implementation and measuring success. The program covers key topics like business model innovation, organizational culture, and fostering an agile mindset. It is informed by the work of authors like John P. Kotter, whose book Leading Change 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:

- Project and program managers.
- Change management professionals.
- HR and talent development specialists.
- Senior executives and corporate leaders.
- Team leaders and department heads.
- Anyone responsible for leading organizational change.
- Consultants in technology and business strategy.

Target Sectors and Industries:

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

Target Organizations Departments:

- Human Resources (HR).
- Strategic Planning.
- Change Management.
- Information Technology (IT).
- Operations.
- Sales and Marketing.
- Business Development.

Course Offerings:

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

- Formulate a comprehensive management strategy.
- Diagnose their organization’s current readiness for change.
- 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 a people-first perspective. Participants will work in teams to apply a variety of frameworks, like Kotter's 8-Step Process, 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 change management 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 People-First Transformation

- Defining digital transformation and its core components.
- The difference between traditional and modern change management.
- 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 Stakeholder Engagement

- Developing a vision and mission for the digital journey.
- Using a stakeholder engagement 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 Communication

- 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 human side of digital transformation, a topic that is often overlooked in traditional programs. It provides a comprehensive framework for diagnosing and transforming an organization's culture to support digital change. The curriculum is highly practical, with hands-on exercises that allow participants to apply the principles to their own company in real time. Unlike a traditional project management course, this program emphasizes a people-first mindset, stakeholder engagement, and the measurement of social impact. It gives professionals a valuable skill set that combines strategic foresight with a deep understanding of human psychology and changing management, preparing them to lead their organizations into a more responsive and effective future.