# Cultivating a Digital-First Organizational Culture Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT6475_273194

## Course Introduction / Overview:

In today's rapidly evolving business landscape, transitioning to a digital-first model is no longer an option but a necessity for survival and growth. This transformation extends beyond mere technology adoption; it requires a fundamental shift in organizational culture, mindset, and behaviors. This intensive training course is designed to guide leaders and professionals through the complexities of building and sustaining a vibrant digital-first culture. As articulated by George Westerman in his influential book, "Leading Digital: Turning Technology into Business Transformation," the challenge is not just about technology, but about changing the way the organization thinks and operates. This program, offered by BIG BEN Training Center, provides a comprehensive framework for this organizational transformation. We will explore the core pillars of a digital-first environment, from fostering an agile mindset and promoting data-driven decision making to empowering employees with digital literacy and collaborative technologies. Participants will learn to develop a strategic roadmap, manage change effectively, and create a resilient, future-ready workforce that thrives on innovation and continuous improvement. This course moves beyond theory to provide actionable strategies for embedding digital fluency into the very DNA of your organization.

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

- Chief Executive Officers (CEOs) and Senior Executives.
- Department Heads, Directors, and Senior Managers.
- Human Resources (HR) and Organizational Development (OD) Professionals.
- IT and Digital Transformation Leaders.
- Change Management Practitioners and Project Managers.
- Team Leaders and Supervisors aspiring to lead digital initiatives.
- Strategy and Innovation Consultants.

## Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail, E-commerce, and Consumer Goods.
- Manufacturing and Industrial Sectors.
- Governmental Bodies, Public Sector Agencies, and Non-Profit Organizations.
- Education and Professional Services.

## Target Organizations Departments:

- Executive Leadership and Corporate Strategy.
- Human Resources and Talent Management.
- Information Technology (IT) and Digital Services.
- Operations and Process Improvement.
- Marketing and Customer Experience.
- Product Development and Innovation.
- Finance and Administration.

## Course Offerings:

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

- Develop a comprehensive digital transformation roadmap aligned with strategic business goals.
- Assess the current organizational culture and identify key areas for digital enhancement.
- Champion a digital-first mindset and foster a culture of continuous learning and innovation.
- Implement effective change management strategies to ensure smooth technology adoption.
- Utilize data analytics to drive informed and agile decision-making processes.
- Enhance cross-functional collaboration using modern digital workplace tools.
- Design upskilling and reskilling programs to build digital literacy across the workforce.
- Establish key performance indicators (KPIs) to measure the success of cultural transformation initiatives.
- Lead teams effectively in a remote or hybrid work environment.
- Cultivate a strong cybersecurity awareness culture to protect organizational assets.

## 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. We believe that cultivating a digital-first culture requires a hands-on approach, moving beyond traditional lecture-based formats. The course incorporates a dynamic blend of expert-led presentations, real-world case study analyses of successful digital transformations, and interactive group discussions to facilitate peer-to-peer learning. Participants will engage in collaborative workshops and simulation exercises to tackle practical challenges related to change management, strategic planning, and technology integration. A significant emphasis is placed on developing actionable plans, where attendees will draft a digital transformation roadmap for their own departments or organizations. Our expert facilitators provide continuous feedback and personalized coaching throughout the sessions. This blended learning environment, combining theoretical knowledge with practical application, ensures a deep understanding of the concepts and equips participants with the confidence and skills to lead cultural change effectively within their own professional contexts.

## Course Agenda (Course Units):

### Unit One: The Imperative of a Digital-First Culture

- Defining the digital-first organization.
- The distinction between digital-first and digital-only.
- Understanding the shift from technology adoption to cultural transformation.
- Key characteristics of a successful digital mindset.
- Assessing your organization's digital maturity level.
- Case studies of companies that failed and succeeded in their digital transition.
- The strategic business value of a digital-first culture.

## Unit Two: Leadership and Vision for Digital Transformation

- The role of leadership in championing cultural change.
- Crafting a compelling vision for the digital future.
- Aligning digital culture with overall business strategy and objectives.
- Communicating the vision effectively to all stakeholders.
- Leading by example: Demonstrating digital-first behaviors.
- Building a coalition of change agents and digital champions.
- Overcoming resistance to change from the top down.

## Unit Three: Empowering People in the Digital Workplace

- Fostering psychological safety for experimentation and innovation.
- Developing digital literacy and fluency across all employee levels.
- Strategies for upskilling and reskilling the workforce for future roles.
- Promoting autonomy and empowering data-driven decision-making at all levels.
- Designing a seamless employee experience in a digital environment.
- Leveraging collaborative technologies to break down organizational silos.
- Performance management and recognition in a digital-first culture.

## Unit Four: Agile Processes and Data-Driven Operations

- Introduction to agile methodologies and their application beyond IT.
- Redesigning workflows and processes for speed and flexibility.
- Building a culture of data-driven insights and analytics.
- Implementing tools and platforms for effective data collection and visualization.
- Moving from intuition-based to evidence-based decision-making.
- Fostering a customer-centric approach through digital feedback loops.
- Ensuring digital ethics and responsible data governance.

### Unit Five: Sustaining Momentum and Future-Proofing the Culture

- Developing a roadmap for implementing and scaling cultural change.
- Establishing key performance indicators (KPIs) to track progress.
- Creating a continuous feedback and improvement cycle.
- Integrating a cybersecurity-aware mindset into daily operations.
- Anticipating future trends in technology and work.
- Building organizational resilience and adaptability for long-term success.
- Celebrating milestones and embedding change into the organizational DNA.

## 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 an organization balance the push for technological efficiency with the need to maintain a human-centric and empathetic digital culture?

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

This training course distinguishes itself by adopting a holistic and deeply integrated approach to cultural transformation, rather than focusing narrowly on technology implementation. While many programs address digital tools, our curriculum is built on the academic and practical understanding that sustainable change is rooted in people, processes, and leadership. We move beyond buzzwords to provide a structured framework for diagnosing cultural readiness, designing a bespoke transformation strategy, and managing the human side of change. The course emphasizes the development of a digital mindset, fostering psychological safety, and empowering employees, which are critical yet often overlooked components of digital success. Unlike purely theoretical courses, our methodology is intensely practical, centered around real-world case studies, interactive simulations, and the development of a personalized action plan that participant can implement immediately. We focus on building long-term organizational resilience and agility, equipping leaders not just to manage a single transformation project, but to cultivate a culture of continuous innovation that is prepared for the future of work.