Strategic Leadership for Digital Transformation Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT6848_273386

Course Introduction / Overview:

In today's era of unprecedented digital disruption, the ability to lead technological change is no longer a niche skill but a core leadership competency. This course is meticulously designed to transform participants into visionary leaders capable of steering their organizations through the complexities of digital transformation. We move beyond the buzzwords to provide a robust framework for creating and executing a successful digital strategy. Drawing on seminal concepts from thought leaders like George Westerman, co-author of "Leading Digital: Turning Technology into Business Transformation," this program emphasizes that true transformation is not about technology, but about strategy and a new way of thinking. Participants will explore how to reimagine business models, enhance customer experiences, and optimize operations through intelligent technology adoption. At BIG BEN Training Center, we provide a comprehensive learning journey that equips leaders with the strategic foresight, change management skills, and technological acumen required to build a resilient, agile, and future-ready enterprise. This is not just a course on technology; it is a masterclass in leading innovation and driving sustainable competitive advantage in the digital age.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Vice Presidents and Directors of Strategy and Business Development.
- Heads of Departments and Senior Managers.
- IT and Operations Managers.
- Human Resources and Change Management Leaders.
- Project and Program Managers overseeing transformation initiatives.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail and E-commerce.
- Telecommunications and Information Technology.
- Manufacturing and Supply Chain Logistics.
- Governmental Agencies and Public Sector Organizations.
- Energy and Utilities.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Leadership and Corporate Strategy.
- Information Technology (IT) and Digital Innovation.
- Operations and Business Process Management.
- Marketing and Customer Experience (CX).
- Human Resources (HR) and Organizational Development.
- Finance and Risk Management.
- Product Development and Research & Development (R&D).

Course Offerings:

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

- Develop a comprehensive digital transformation roadmap aligned with strategic business objectives.
- Assess their organization's digital maturity and identify key areas for improvement.
- Lead and manage the cultural and organizational changes required for successful transformation.
- Foster a culture of innovation, agility, and continuous learning within their teams.
- Make data-driven decisions by leveraging analytics and business intelligence.
- Evaluate emerging technologies and their potential impact on the business model.
- Effectively communicate the vision and benefits of digital transformation to all stakeholders.
- Measure the return on investment (ROI) and key performance indicators (KPIs) of digital initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in the workplace. We employ a blended learning approach that combines expert-led presentations with hands-on, collaborative activities. The course is built around real-world case studies of successful and unsuccessful digital transformations, allowing participants to analyze complex scenarios and derive actionable insights. Group discussions, brainstorming sessions, and peer-to-peer feedback are integral components, fostering a rich learning environment where diverse perspectives are shared. Participants will work on practical exercises, such as developing a mini-transformation roadmap for a hypothetical company or their own organization. Our experienced facilitators guide participants through each module, providing personalized coaching and ensuring a deep understanding of the core concepts. The emphasis is on strategic thinking and problem-solving, equipping leaders not just with knowledge, but with the confidence and competence to lead impactful change.

Course Agenda (Course Units):

Unit One: The Digital Imperative and Strategic Leadership

- Defining digital transformation beyond technology.
- Understanding the forces of digital disruption in your industry.
- The critical role of leadership in driving change.
- Differentiating between digitization, digitalization, and digital transformation.
- Analyzing the common pitfalls and failure factors in transformation projects.
- Assessing your organization's current digital maturity level.
- The mindset and core competencies of a digital leader.

Unit Two: Architecting the Digital Transformation Strategy

- Crafting a compelling vision for the digital future.
- Aligning digital initiatives with overarching business goals.
- Developing a strategic digital transformation roadmap.
- Identifying key performance indicators (KPIs) to measure success.
- Building a robust business case and securing stakeholder buy-in.
- Customer-centricity as the cornerstone of digital strategy.
- Innovating business models for the digital economy.

Unit Three: Leading Change and Cultivating a Digital Culture

- The psychology of organizational change and resistance.
- Applying proven change management frameworks like Kotter's 8-Step Model.
- Communicating the transformation vision effectively across the organization.
- Building a culture of agility, experimentation, and psychological safety.
- Empowering employees and fostering digital literacy.
- Breaking down organizational silos to enhance collaboration.
- Leading with empathy and emotional intelligence during periods of uncertainty.

Unit Four: Leveraging Technology for Business Advantage

- Demystifying key enabling technologies (AI, IoT, Cloud, Big Data).
- Connecting technology investments to specific business outcomes.
- Redesigning business processes for optimal efficiency and automation.
- Enhancing the customer experience (CX) through digital channels.
- Fundamentals of data governance and data-driven decision-making.
- Understanding the strategic implications of cybersecurity for leaders.
- Building a flexible and scalable technology architecture.

Unit Five: Executing, Scaling, and Sustaining Digital Momentum

- Moving from strategy to successful implementation.
- Adopting agile methodologies for project execution and delivery.
- Governing the digital transformation portfolio.
- Strategies for scaling successful pilot projects across the enterprise.
- Measuring the tangible and intangible ROI of digital initiatives.
- Creating a framework for continuous innovation and adaptation.
- Future-proofing the organization for the next wave of disruption.

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:

Beyond technological adoption, how can a leader ethically navigate the societal and workforce impacts of large-scale digital transformation?

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

This course distinguishes itself by adopting a holistic, leadership-centric perspective on digital transformation, rather than focusing narrowly on technology. While many programs cover the technical aspects, we concentrate on the strategic and human elements that are the true drivers of success. Our curriculum is uniquely structured to build a leader's capability in three critical domains: crafting a visionary strategy, leading complex organizational change, and making informed decisions about technology. We move beyond theoretical models to provide practical, actionable frameworks that participants can immediately implement. The course emphasizes the cultivation of a digital culture, recognizing that transformation fails or succeeds based on people. Through in-depth case studies, interactive simulations, and peer-based problem-solving, participants learn not just what to do, but how to think, act, and inspire as a digital leader. The focus is on developing strategic foresight and adaptive leadership skills, ensuring that graduates are equipped to not only manage a single transformation project but to continuously steer their organization through the evolving digital landscape.