Building Digital-Ready Organizational Culture Training Course



14 - 18 Dec 2026

Barcelona

5900 € (Per Person)

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Course Introduction / Overview:

This training course is an essential program for leaders who recognize that a successful digital transformation hinges on organizational culture, not just technology. It provides a comprehensive framework for building a culture that is agile, collaborative, and ready to embrace digital change. Participants will learn how to diagnose their current cultural barriers, from a fear of change to siloed departments, and develop a clear action plan to address them. The program goes beyond a focus on tools to address the core elements of a digital-ready culture, including leadership, communication, and talent development. It is informed by the work of authors like Edgar H. Schein, whose book Organizational Culture and Leadership provides a foundational understanding of how culture is created and changed. This course at BIG BEN Training Center emphasizes a blend of psychological insights and practical management techniques. By the end of this program, professionals will have the skills to not only implement new technologies but also to build the cultural infrastructure needed to support and sustain a digital-first mindset across their organization.

Target Audience / This training course is suitable for:

- Senior executives and corporate leaders.
- Human Resources (HR) professionals.
- Change management consultants.
- Department heads and team leaders.
- IT and digital transformation managers.
- Anyone responsible for leading organizational change.
- Organizational development practitioners.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Software.
- Retail and E-commerce.
- Manufacturing and Industrial.
- Healthcare and Life Sciences.
- Consulting and Professional Services.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Human Resources (HR).
- Corporate Strategy.
- Digital Transformation.
- Change Management.
- Executive Leadership.
- Learning and Development.
- Operations.

Course Offerings:

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

- Diagnose their organization’s current culture.
- Develop a strategic plan for fostering a digital-ready culture.
- Implement a system that encourages agility and experimentation.
- Overcome cultural barriers and resistance to change.
- Design a reward system that motivates digital-first behaviors.
- Build a communication plan to champion digital change.
- Measure the long-term impact of a cultural transformation.

Course Methodology:

This training course uses a highly interactive and diagnostic methodology. The program is built around a series of self-assessments and team-based exercises that allow participants to analyze their own organizational culture in real time. The course includes workshops where participants will use a variety of tools, such as culture maps and stakeholder analysis, to understand the dynamics within their company. The curriculum emphasizes a "train the trainer" approach, giving participants the skills to facilitate similar exercises with their own teams. The program is designed to be highly reflective, with a focus on understanding the psychological and sociological drivers of organizational culture. Instructors at BIG BEN Training Center will provide expert guidance, helping participants develop a tailored action plan for change. This pragmatic approach ensures that participants leave with a clear understanding of what a digital-ready culture looks like, and the practical steps needed to build one within their own organization.

Course Agenda (Course Units):

Unit One: The Foundations of a Digital-Ready Culture

- Understanding organizational culture and its components.
- The key characteristics of a digital-ready culture.
- Diagnosing your organization's current culture and its readiness for change.
- The role of leadership in setting the cultural tone.
- Case study on a company with a strong digital-ready culture.
- Identifying cultural barriers, such as a fear of failure or siloed thinking.
- Building a shared vocabulary for digital change.

Unit Two: Strategic Levers for Cultural Change

- Developing a strategic plan for cultural transformation.
- Using a clear vision to inspire your team.
- Communicating the value of digital change to all employees.
- Implementing a system that encourages experimentation and learning.
- The role of psychological safety in fostering a digital-ready culture.
- Mapping key stakeholders and their influence.
- Workshop on a communication plan for cultural change.

Unit Three: Transforming People and Processes

- Aligning HR policies with digital transformation goals.
- Designing a reward and recognition system for new behaviors.
- Building a talent development plan for a digital workforce.
- The importance of cross-functional teams and collaboration.
- Transforming internal processes with an agile mindset.
- The role of continuous learning and reskilling.
- Case study on a company that successfully transformed its talent model.

Unit Four: Building a Culture of Experimentation

- Encouraging smart risk-taking and tolerance for failure.
- Implementing a "fail fast, learn faster" mindset.
- Using small experiments and pilots to test new ideas.
- The role of data and metrics in a culture of experimentation.
- Communicating the results of experiments to the wider organization.
- Building a system for continuous feedback and improvement.
- Workshop on a plan for an organizational experiment.

Unit Five: Sustaining Digital Culture

- Establishing key performance indicators (KPIs) for cultural change.
- Using data to measure the long-term impact of your efforts.
- Developing a long-term plan for sustaining the new culture.
- The role of a leader in modeling the desired behaviors.
- Sharing success stories to build momentum.
- Final project presentation on a cultural 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 measure the health and progress of an organizational culture, which often involves intangible elements like trust and collaboration, and use that data to drive meaningful and sustainable digital transformation?

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

This training course is unique because it focuses on the cultural 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 program for a large corporation, this course emphasizes agile implementation and quick wins to build momentum. It gives professionals a valuable skill set that combines strategic foresight with a deep understanding of human psychology and change management. This is a course for leaders who want to move beyond a focus on technology to build a truly resilient, adaptable, and digital-ready organization.