# Data-Driven Digital Transformation for Enterprises Training Course



14 - 18 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #DT9712_55023

## Course Introduction / Overview:

This training course is an essential program designed for corporate leaders who understand that data is the core of any successful digital transformation. It moves beyond a focus on simple technology to address the strategic and cultural challenges of building a data-driven enterprise. Participants will learn how to build a comprehensive data strategy, from identifying key metrics to managing implementation and measuring success. The program covers key topics like business model innovation, data governance, and fostering a data-driven culture. It is informed by the work of authors like Thomas H. Davenport, whose book Competing on Analytics highlights how companies can create a sustainable competitive advantage by using data to make better decisions. This course at BIG BEN Training Center emphasizes a blend of strategic planning and operational excellence. By the end, professionals will have a clear, actionable roadmap for leading a data-driven 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:

- Senior executives and corporate leaders.
- Data analysts and business intelligence professionals.
- Strategic planners and business development managers.
- Change management professionals.
- IT and digital transformation managers.
- Anyone responsible for driving business growth.
- Consultants in technology and analytics.

## Target Sectors and Industries:

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

## Target Organizations Departments:

- Executive Leadership.
- Data and Analytics.
- Strategic Planning.
- Information Technology (IT).
- Marketing and Sales.
- Operations.
- Finance.

## Course Offerings:

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

- Formulate a comprehensive data-driven digital transformation strategy.
- Diagnose their organization’s current data maturity.
- 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 data-first perspective. Participants will work in teams to apply a variety of frameworks, like the Digital Business Model Matrix, 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 data, technology, and strategy. This pragmatic approach ensures that participants leave with a clear understanding of the principles of data-driven digital transformation 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 Data-Driven Enterprise

- Defining data-driven digital transformation and its core components.
- The difference between a traditional and a data-driven enterprise.
- Diagnosing your organization's data maturity.
- The strategic benefits and risks of data-driven change.
- Case study on a company that successfully transformed.
- Identifying key digital opportunities and threats.
- Building a business case for data investment.

### Unit Two: Strategic Planning and Data Governance

- Developing a vision and mission for the digital journey.
- Using a data business model 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 Data Management

- 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 data-driven 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.