Leading Digital Transformation and Disruptive Innovation Training Course



26 - 30 Oct 2026

Madrid

5900 € (Per Person)

Ref: #INN1845_114769

Course Introduction / Overview:

In today's hyper-competitive landscape, the ability to navigate digital transformation and harness disruptive innovation is no longer a strategic advantage but a fundamental requirement for survival and growth. This course provides a comprehensive framework for leaders to understand, strategize, and execute transformative initiatives within their organizations. Drawing upon foundational concepts from leading thinkers like Clayton Christensen, author of the seminal book "The Innovator's Dilemma," participants will explore the forces of disruption and learn to identify both threats and opportunities. This program offered by BIG BEN Training Center moves beyond theory, equipping attendees with a practical digital transformation roadmap and the tools to foster a resilient innovation culture. We will delve into emerging technologies, agile leadership principles, and data-driven decision-making processes. The curriculum is designed to empower leaders to build organizational agility, redesign digital business models, and future-proof their enterprises against the relentless pace of technological change, ensuring they can lead with confidence and vision 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).
- Heads of Strategy and Corporate Development.
- Vice Presidents and Directors.
- Business Unit and Departmental Managers.
- Innovation and Transformation Leaders.
- Project and Program Managers overseeing digital initiatives.
- Senior IT and Operations Leaders.
- Marketing and Product Development Executives.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail, E-commerce, and Consumer Goods.
- Telecommunications and Information Technology.
- Manufacturing and Industrial Sectors (Industry 4.0).
- Government Agencies and Public Sector Organizations.
- Energy, Utilities, and Natural Resources.
- Transportation and Logistics.
- Media and Entertainment.
- Professional Services and Consulting.

Target Organizations Departments:

- Executive Leadership and Corporate Strategy.
- Information Technology (IT) and Digital Services.
- Research and Development (R&D).
- Marketing and Sales.
- Operations and Supply Chain Management.
- Human Resources (HR) and Talent Management.
- Finance and a.
- Customer Experience and Service Departments.
- Product Management and Development.
- Business Transformation and Change Management Offices.

Course Offerings:

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

- Develop a robust digital transformation roadmap aligned with strategic business goals.
- Analyze disruptive technology trends and assess their impact on the industry.
- Lead change management initiatives to foster a digital-first innovation culture.
- Implement agile methodologies to accelerate project delivery and responsiveness.
- Master frameworks for evaluating and integrating emerging technologies like AI and IoT.
- Design and validate new digital business models for sustainable growth.
- Utilize data-driven insights to inform strategic decision-making.
- Build and manage high-performing, digitally-savvy teams.
- Enhance organizational agility to respond effectively to market disruptions.
- Measure the return on investment (ROI) of digital transformation projects.

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 move beyond traditional lectures to create a dynamic learning environment centered on real-world application. The course heavily utilizes the case study method, analyzing the successes and failures of companies that have navigated digital disruption. Participants will engage in collaborative workshops and team-based exercises to develop strategic roadmaps and solve complex business problems. Interactive sessions, facilitated discussions, and peer-to-peer feedback are core components, encouraging the exchange of diverse perspectives and experiences. We incorporate simulation activities that challenge participants to make critical decisions in a risk-free setting. Our expert facilitators guide attendees through practical frameworks and toolkits, providing personalized coaching and ensuring that the concepts of digital leadership and disruptive innovation are not just understood, but mastered. The focus is on building tangible skills and a strategic mindset ready for implementation.

Course Agenda (Course Units):

Unit One: The Digital and Disruptive Imperative

- Defining Digital Transformation vs. Digitization.
- Understanding Disruptive Innovation Theory (Clayton Christensen's Models).
- Analyzing the Impact of Digital Disruption Across Industries.
- Identifying the Key Drivers of Modern Business Transformation.
- The Role of Leadership in Navigating Change and Uncertainty.
- Case Studies of Market Incumbents and Disruptors.
- Assessing Your Organization's Digital Maturity Level.

Unit Two: Crafting the Digital Transformation Strategy

- Developing a Vision and a Compelling Case for Change.
- Building a Comprehensive Digital Transformation Roadmap.
- Aligning Digital Strategy with Overall Business Objectives.
- Identifying Key Performance Indicators (KPIs) for Transformation.
- Blue Ocean Strategy for Creating Uncontested Market Space.
- Platform and Ecosystem Business Models.
- Resource Allocation and Strategic Investment in Digital Initiatives.

Unit Three: Key Technological Enablers of Transformation

- An Executive's Guide to Artificial Intelligence (AI) and Machine Learning (ML).
- Leveraging the Internet of Things (IoT) for Operational Excellence.
- Understanding the Strategic Implications of Blockchain Technology.
- The Power of Big Data Analytics and Business Intelligence.
- Cloud Computing as a Foundation for Agility and Scale.
- Introduction to Robotic Process Automation (RPA).
- Cybersecurity Considerations in a Digital-First World.

Unit Four: Leading People and Culture Through Change

- Fostering a Culture of Innovation and Experimentation.
- Leading Change Management in a Digital Environment.
- Developing Digital Leadership Competencies.
- Upskilling and Reskilling the Workforce for the Future.
- Breaking Down Silos and Encouraging Cross-Functional Collaboration.
- Principles of Agile Leadership and Empowered Teams.
- Communicating the Transformation Vision Effectively Across the Organization.

Unit Five: Execution, Governance, and Future-Proofing

- Implementing Agile and Lean Startup Methodologies for Execution.
- Establishing Effective Digital Transformation Governance Structures.
- Managing a Portfolio of Digital Initiatives.
- Measuring the ROI and Business Impact of Transformation.
- Building Strategic Partnerships and Leveraging Ecosystems.
- Ethical Considerations and Sustainable Innovation in the Digital Age.
- Capstone Project: Developing a Mini-Transformation Plan for Your Organization.

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:

Given that established organizational structures and processes are often the biggest barriers to change, how can a leader effectively dismantle legacy systems without causing debilitating operational chaos?

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 and disruptive innovation, rather than focusing narrowly on technology alone. While many programs may offer a technical overview of digital tools, our curriculum integrates three critical pillars: strategy, technology, and culture. We emphasize the development of a strategic mindset, enabling participants to craft a bespoke digital transformation roadmap that aligns with their unique organizational context and competitive landscape. The content is deeply rooted in both seminal academic frameworks, such as those from Clayton Christensen, and cutting-edge, real-world case studies, ensuring a balanced view of timeless principles and current practices. Furthermore, a significant portion of the course is dedicated to the human element of change leading teams, fostering an innovation culture, and managing resistance. This focus on agile leadership and change management provides a practical toolkit for execution, which is often the point of failure in transformation initiatives. The interactive methodology, centered on problem-solving and peer collaboration, ensures that learning is applied, not just absorbed, creating leaders who can confidently drive sustainable change.