Holistic Digital Business and Transformation Leadership Training Course

07 - 11 Dec 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

Digital transformation is not simply about adopting new technology, but about a fundamental shift in how an organization operates, creates value, and engages with stakeholders. This Holistic Digital Business and Transformation Leadership Training Course is designed to equip leaders with the strategic skills needed to guide their organizations through this complex process. The program will cover all key pillars of a successful transformation, including strategy, culture, data, and technology. We will explore how to build a digital-first mindset, foster innovation, and manage the human element of change. Participants will learn how to leverage a variety of digital tools and frameworks to drive business model innovation, enhance customer experience, and improve operational efficiency. The course draws on seminal academic work, such as "Leading Digital: Turning Technology into Business Transformation" by George Westerman, Didier Bonnet, and Andrew McAfee. This book highlights the importance of becoming a "digital master" by blending strong digital capabilities with bold leadership. BIG BEN Training Center believes that effective digital leadership is the key to navigating the future business landscape and ensuring long-term success.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and senior executives.
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Heads of Digital and Innovation.
- Business Unit and Department Managers.
- IT and Business Transformation Project Leaders.
- Consultants and strategists.

Target Sectors and Industries:

- Financial services and banking.
- Retail and e-commerce.
- Healthcare and pharmaceuticals.
- Manufacturing and supply chain.
- Government agencies and public sector equivalents.
- Consulting and professional services.

Target Organizations Departments:

- Information Technology.
- Strategy and Planning.
- Operations.
- Marketing and Sales.
- Human Resources.
- Research and Development.

Course Offerings:

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

- Develop a comprehensive digital transformation strategy.
- Lead and manage organizational change and culture.
- Leverage data and analytics to inform strategic decisions.
- Optimize business processes with digital technologies.
- Enhance customer and employee experience through digital solutions.
- Build a roadmap for technology adoption and implementation.
- Measure the impact and ROI of digital initiatives.

Course Methodology:

The methodology for this training course at BIG BEN Training Center is highly interactive and focused on practical leadership skills. We will use a combination of in-depth case studies, group workshops, and peer-to-peer discussions to explore real-world digital transformation challenges. Participants will engage in hands-on exercises to create a strategic roadmap, conduct a digital maturity assessment, and develop a change management plan for their organization. Interactive sessions will encourage participants to share their own experiences and learn from the successes and failures of others. The course is designed to be a collaborative learning environment where attendees can apply theoretical frameworks to practical scenarios. This approach ensures that participants leave with a tangible toolkit of skills and strategies they can use to lead and implement successful digital transformation projects immediately.

Course Agenda (Course Units):

Unit One: The Foundations of Digital Transformation.

- Defining digital transformation beyond technology.
- The strategic drivers of digital change.
- Key components of a digital transformation strategy.
- Understanding digital maturity models.
- The role of leadership in driving transformation.
- Assessing your organization's digital readiness.
- Identifying opportunities for digital innovation.

Unit Two: Leading Human and Cultural Change.

- The importance of culture in digital transformation.
- Building a culture of agility and innovation.
- Communicating the vision for digital change.
- Managing stakeholder expectations and resistance.
- Developing a change management plan.
- Upskilling and reskilling the workforce.
- Fostering a digital-first mindset.

Unit Three: Strategic Technology and Data Management.

- Leveraging core technologies (AI, IoT, cloud).
- Developing a data strategy and governance framework.
- Using data analytics for decision-making.
- Implementing a robust cybersecurity strategy.
- Modernizing legacy systems.
- Choosing the right technology for your goals.
- Future-proofing your technology stack.

Unit Four: Business Model and Process Innovation.

- Rethinking the business model in the digital age.
- Optimizing core business processes.
- The role of automation in business efficiency.
- Creating a seamless customer experience.
- Building a new value proposition.
- Developing a new go-to-market strategy.
- Managing and measuring operational excellence.

Unit Five: Governance and Value Realization.

- Establishing a governance framework for digital initiatives.
- Creating a portfolio of digital projects.
- Measuring the return on investment (ROI) of digital transformation.
- Developing key performance indicators (KPIs).
- Building a continuous improvement cycle.
- Sustaining the digital transformation journey.
- Communicating success to the board and stakeholders.

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 leaders effectively balance the need for rapid technological innovation with the necessity of careful, human-centered change management to ensure a successful and sustainable transformation?

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

This training course is a comprehensive program that goes beyond the technical aspects of digital transformation to focus on the essential leadership skills required for success. Many programs emphasize technology and tools, while this curriculum provides a holistic view, integrating strategic planning, cultural change, and business model innovation. We use a hands-on, practical approach, guiding participants to develop a tangible roadmap for their own organization, rather than just learning general concepts. The course is designed for leaders at all levels, bridging the gap between technical teams and business strategy. It also draws on insights from leading academics and real-world case studies to provide a robust and well-rounded learning experience. The approach of BIG BEN Training Center is to empower attendees to become true agents of change who can confidently lead their organizations into the digital future.