Strategic Digital Transformation Roadmap Design Training Course



30 Nov - 04 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #IT8170_157352

Course Introduction / Overview:

This intensive training course is designed to equip IT leaders with the strategic foresight and practical skills required to architect and implement a successful digital transformation roadmap. In an era of constant technological disruption, a well-defined digital transformation strategy is no longer a competitive advantage but a fundamental requirement for survival and growth. This program moves beyond theoretical concepts to provide a structured approach for designing and executing a bespoke roadmap aligned with unique business objectives. Drawing on seminal works in the field, such as "Leading Digital: Turning Technology into Business Transformation" by George Westerman, this course emphasizes the critical intersection of technology, business model innovation, and organizational culture. Participants will learn to navigate the complexities of legacy system modernization, foster a digital-first culture, and leverage emerging technologies like AI and cloud computing to drive tangible value. BIG BEN Training Center has developed this curriculum to empower leaders to not only manage technological change but to champion it, ensuring their organizations are agile, resilient, and positioned for future success.

Target Audience / This training course is suitable for:

- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- IT Directors and Senior IT Managers.
- Heads of Digital Strategy and Innovation.
- Enterprise Architects and Solutions Architects.
- Business Transformation and Change Management Leaders.
- Senior Project and Program Managers overseeing technology initiatives.
- Business Unit Leaders with a stake in digital initiatives.
- Aspiring technology leaders and strategic planners.

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 Automation.
- Government Agencies and Public Sector Organizations.
- Energy, Utilities, and Natural Resources.
- Logistics, Transportation, and Supply Chain Management.

Target Organizations Departments:

- Information Technology (IT) and Information Services (IS).
- Strategy and Corporate Planning.
- Digital Transformation and Innovation Offices.
- Operations and Business Process Management.
- Project Management Office (PMO).
- Product Development and Management.
- Marketing and Customer Experience (CX).
- Human Resources (for change management and culture).

Course Offerings:

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

- Conduct a thorough digital maturity assessment of their organization.
- Align IT strategy with overarching business goals and objectives.
- Develop a compelling vision and business case for digital transformation.
- Design a phased and actionable digital transformation roadmap.
- Evaluate and select appropriate technologies for the technology stack.
- Formulate a robust change management and communication plan.
- Establish effective governance frameworks for digital initiatives.
- Define key performance indicators (KPIs) to measure transformation ROI.
- Lead teams through the cultural shifts required for digital adoption.
- Anticipate and mitigate common risks associated with digital projects.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, ensuring that participants leave with actionable skills. This course employs a blended learning approach that combines expert-led instruction with interactive, hands-on activities. Mornings will focus on foundational concepts, strategic frameworks, and best practices, presented through dynamic lectures and discussions. Afternoons are dedicated to collaborative workshops where participants will apply these concepts to real-world scenarios and case studies drawn from various industries. A central feature of the course is the "Roadmap Simulation" project, where teams work together to develop a digital transformation roadmap for a hypothetical company, facing realistic challenges and constraints. This experiential learning is reinforced through peer-to-peer feedback sessions and expert coaching. We emphasize a participatory environment where open dialogue and the sharing of experiences are encouraged,
allowing leaders to learn not only from the curriculum but also from the diverse perspectives of their peers. The focus is on translating theory into tangible strategic plans that can be implemented immediately upon returning to the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Digital Transformation Strategy

- The imperative for digital transformation in the modern economy.
- Distinguishing between digitization, digitalization, and digital transformation.
- Key drivers of change: technology, customer expectations, and competition.
- The strategic role of the IT leader as a business transformation agent.
- Understanding core digital transformation frameworks and models.
- Identifying common pitfalls and success factors in transformation journeys.
- Case studies of successful and failed digital transformations.

Unit Two: Assessing Maturity and Crafting the Vision

- Conducting a comprehensive digital maturity and capability assessment.
- Analyzing the current state of technology, processes, and people.
- SWOT analysis for digital transformation initiatives.
- Aligning the digital vision with corporate strategy and business outcomes.
- Developing a compelling business case and securing executive buy-in.
- Defining the scope and key objectives of the transformation program.
- Stakeholder mapping and analysis for effective engagement.

Unit Three: Building the Technology and Operational Roadmap

- Architecting the future-state technology stack: cloud, data, and AI.
- Strategies for modernizing legacy systems and managing technical debt.
- Designing a data-driven organization and data governance strategy.
- Reimagining the digital operating model for agility and efficiency.
- Integrating cybersecurity considerations into the transformation plan.
- Creating a phased implementation roadmap with clear milestones and deliverables.
- Resource planning and budgeting for the transformation journey.

Unit Four: Leading Change and Ensuring Effective Governance

- The psychology of organizational change and resistance management.
- Building a digital-first culture and fostering innovation.
- Developing essential digital leadership and communication skills.
- Establishing a governance structure for decision-making and oversight.
- Implementing Agile and DevOps methodologies for execution.
- Managing vendor relationships and strategic partnerships.
- Creating a continuous learning and skills development plan for the workforce.

Unit Five: Measuring Success and Sustaining Digital Momentum

- Defining meaningful KPIs and metrics to track progress and ROI.
- Developing dashboards and reporting mechanisms for stakeholders.
- Techniques for managing the digital transformation portfolio.
- Strategies for scaling successful pilots and innovations across the enterprise.
- Building a continuous improvement and adaptation cycle.
- Future-proofing the organization: anticipating future technological trends.
- Final project presentations: presenting the digital transformation roadmap.

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:

As IT leaders drive automation and AI adoption, what is their ethical responsibility in managing the impact on the human workforce and societal structures?

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

This course distinguishes itself by moving beyond a purely technological focus to embrace a holistic, leadership-centric approach to digital transformation. While many programs concentrate on specific tools or platforms, our curriculum is architected around the strategic challenge of designing and leading change. We emphasize the development of a comprehensive digital transformation roadmap as the central, practical output, ensuring participants leave with a tangible and applicable framework. The course uniquely integrates three critical pillars: strategic business alignment, technology modernization, and human-centric change management. Rather than simply discussing what new technologies can do, we focus on how leaders can align technology investments with core business objectives to create sustainable value. The methodology, centered on an immersive "Roadmap Simulation," forces participants to grapple with the real-world complexities of budgeting, stakeholder management, and risk mitigation. This focus on practical application and strategic leadership skills, rather than just technical knowledge, equips IT leaders not just to manage a digital project, but to truly champion and drive enterprise-wide transformation.