Leading Digital Transformation and Technology Shifts Training Course

30 Nov - 04 Dec 2026

Madrid

5900 € (Per Person)

Ref: #LE2981_153488

Course Introduction / Overview:

In today's hyper-competitive landscape, digital transformation is not merely an option but a critical imperative for survival and growth. This course is meticulously designed to equip leaders with the strategic foresight and practical skills needed to navigate the complexities of technological shifts and drive meaningful organizational change. Drawing upon seminal concepts from thought leaders like George Westerman, author of "Leading Digital: Turning Technology into Business Transformation," we explore transformation as a fusion of technology and leadership. This program moves beyond the buzzwords to provide a comprehensive framework for envisioning, strategizing, and executing a successful digital roadmap. Participants will learn to identify disruptive technologies, foster a culture of innovation, and manage the human elements of change with confidence. At BIG BEN Training Center, we have developed this curriculum to empower you to not just react to technological disruption but to proactively leverage it as a powerful catalyst for creating sustainable value, enhancing customer experiences, and securing a competitive edge in the digital era. This journey will transform your understanding of leadership and prepare you to steer your organization toward a prosperous, tech-enabled future.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs), Chief Information Officers (CIOs), and Chief Technology Officers (CTOs).
- Senior and Mid-level Managers.
- Heads of Departments and Business Unit Leaders.
- IT Managers and Technology Leaders.
- Business Strategists and Corporate Planners.
- Project and Program Managers overseeing transformation initiatives.
- Change Management Professionals.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Industrial Production.
- Telecommunications and Information Technology.
- Government Agencies and Public Sector Organizations.
- Energy and Utilities.
- Logistics and Supply Chain Management.
- Education and Professional Services.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Information Technology (IT) and Digital Strategy.
- Strategy and Corporate Planning.
- Operations and Process Management.
- Human Resources and Talent Development.
- Marketing, Sales, and Customer Experience.
- Research and Development (R&D).
- Finance and a.

Course Offerings:

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

- Develop a robust and actionable digital transformation strategy aligned with business goals.
- Identify and assess the impact of emerging technologies like AI, IoT, and blockchain on their industry.
- Lead organizational change effectively by managing resistance and fostering a digital-first culture.
- Master data-driven decision-making to optimize processes and enhance performance.
- Build and lead agile teams capable of rapid innovation and adaptation.
- Enhance customer and employee experiences through digital solutions.
- Develop a framework for digital governance and cybersecurity risk management.
- Measure the return on investment (ROI) of digital transformation initiatives.

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 in their professional roles. We believe in an experiential learning approach that goes beyond traditional lectures. The course is built around a blend of expert-led presentations, in-depth case study analyses of real-world digital transformations, and interactive group discussions that encourage peer-to-peer learning and knowledge sharing. Participants will engage in hands-on workshops and simulation exercises to tackle complex challenges related to strategy formulation, technology adoption, and change management. A significant emphasis is placed on developing practical action plans, where attendees will work on a digital transformation roadmap tailored to their own organization's context. Continuous feedback from the instructor and peers is a core component, fostering a supportive and collaborative learning environment. This dynamic and engaging methodology ensures a deep understanding of the concepts and equips leaders with the confidence and tools to drive successful digital initiatives.

Course Agenda (Course Units):

Unit One: The Digital Transformation Imperative

- Understanding the drivers of digital transformation.
- Defining digital disruption and its impact on industries.
- Differentiating between digitization, digitalization, and digital transformation.
- Assessing your organization's digital maturity level.
- Key frameworks for digital transformation strategy.
- The role of leadership in initiating and sponsoring change.
- Identifying common pitfalls and challenges in transformation journeys.

Unit Two: Strategic Leadership for the Digital Age

- Crafting a compelling vision and mission for digital change.
- Developing a digital-first organizational culture.
- Principles of agile leadership and adaptive strategy.
- Communicating the transformation vision across the organization.
- Empowering teams and fostering psychological safety for innovation.
- Leading with data and analytics for informed decision-making.
- Building cross-functional collaboration for integrated solutions.

Unit Three: Leveraging Emerging Technologies for Business Value

- An overview of key enabling technologies (AI, Machine Learning, IoT, Cloud).
- Evaluating technology for strategic fit, not just for its novelty.
- Integrating data analytics into core business processes.
- Understanding the business implications of blockchain and cybersecurity.
- Building a scalable and flexible technology infrastructure.
- From pilot projects to enterprise-wide technology adoption.
- Case studies on successful technology implementation for competitive advantage.

Unit Four: Managing the Human Dimension of Change

- Applying proven change management models to digital initiatives.
- Strategies for overcoming resistance and building buy-in.
- Designing effective communication plans for all stakeholders.
- The importance of upskilling and reskilling the workforce.
- Transforming the employee experience (EX) in a digital workplace.
- Nurturing a mindset of continuous learning and experimentation.
- Measuring the human impact and engagement during transformation.

Unit Five: Execution, Governance, and Sustaining Momentum

- Developing a phased digital transformation roadmap.
- Establishing clear metrics (KPIs and OKRs) to track progress and ROI.
- Implementing robust digital governance and data management policies.
- Managing cybersecurity risks in a hyper-connected environment.
- Scaling successful digital initiatives across the organization.
- Anticipating future technology shifts and market trends.
- Creating a sustainable ecosystem of innovation and continuous improvement.

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:

Reflection Question: How can a leader effectively balance the pursuit of disruptive innovation with the need to maintain operational stability and core business revenue during a digital transformation?

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, rather than focusing narrowly on technology alone. While many programs cover the technical aspects of digital tools, our curriculum is uniquely structured around the three critical pillars of successful transformation: strategy, technology, and people. We emphasize that technology is an enabler, but true, sustainable change is driven by visionary leadership and a well-managed cultural shift. The content is deeply rooted in practical application, moving beyond theoretical models to dissect real-world case studies of both successes and failures, providing participants with invaluable, actionable insights. Unlike courses that offer a one-size-fits-all solution, this program guides participants in developing a bespoke transformation roadmap tailored to their organization's specific context and digital maturity. The focus on the human dimension—managing resistance, upskilling talent, and fostering an agile mindset—is a core differentiator, acknowledging that an organization's people are its greatest asset in any change initiative. Ultimately, participants leave not just with knowledge of new technologies, but with the comprehensive strategic framework and leadership capabilities required to confidently steer their organizations through the complexities of the digital age.