



LEADERSHIP EXCELLENCE FOR THE DIGITAL AGE TRAINING COURSE

02 - 06 Nov 2026

BARCELONA

5900 € (PER PERSON)

REF: #LE3546_153529



COURSE INTRODUCTION / OVERVIEW:

The contemporary business landscape is defined by relentless technological advancement and digital disruption, demanding a new paradigm of leadership. This course is meticulously designed to equip current and aspiring leaders with the essential skills, strategic mindset, and adaptive capabilities required to thrive in this dynamic environment. Moving beyond traditional management theories, we delve into the practical realities of leading in the digital age. As discussed by authors like Erik Brynjolfsson and Andrew McAfee in their seminal work, "The Second Machine Age," technology is reshaping industries at an unprecedented pace, and effective leadership is the cornerstone of successful navigation through this transformation. This program focuses on cultivating agile leadership, fostering innovation, and mastering the art of managing remote and hybrid teams. At BIG BEN Training Center, we provide a comprehensive framework for understanding and leveraging digital tools, data analytics, and emerging technologies to drive organizational growth, enhance team performance, and build a resilient, future-ready workforce. Participants will emerge with a clear action plan to implement digital leadership strategies within their own spheres of influence.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- C-Suite Executives and Senior Managers.
- Department Heads and Directors.
- Team Leaders and Supervisors.
- IT and Technology Managers.
- Project and Program Managers.
- Human Resources Professionals.
- Business Transformation and Strategy Consultants.
- Entrepreneurs and Business Owners.
- High-potential employees being developed for leadership roles.



TARGET SECTORS AND INDUSTRIES:

- Information Technology and Telecommunications.
- Banking, Finance, and Financial Technology (FinTech).
- Healthcare and Pharmaceutical.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Professional Services and Consulting.
- Government Agencies and Public Sector Organizations.
- Education and EdTech.
- Media and Entertainment.

TARGET ORGANIZATIONS DEPARTMENTS:

- Executive Management and Leadership.
- Information Technology (IT) and Digital Strategy.
- Human Resources and Talent Development.
- Operations and Supply Chain Management.
- Marketing and Digital Communications.
- Sales and Business Development.
- Project Management Office (PMO).
- Research and Development (R&D).
- Strategy and Corporate Planning.



COURSE OFFERINGS:

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

- Develop an agile leadership mindset to navigate uncertainty and rapid change.
- Lead and motivate high-performing remote and hybrid teams effectively.
- Foster a culture of continuous innovation and psychological safety.
- Utilize data analytics and business intelligence for strategic decision-making.
- Communicate vision and strategy effectively across digital channels.
- Champion and manage complex digital transformation initiatives.
- Understand the ethical implications of AI and automation in the workplace.
- Enhance personal digital literacy and lead by example.
- Build resilient teams capable of adapting to technological disruption.
- Master virtual collaboration tools to improve productivity and engagement.

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 passive lectures to create a dynamic learning environment built on active participation. The course integrates a blend of expert-led presentations, real-world case studies of successful and unsuccessful digital transformations, and interactive group discussions. Participants will engage in hands-on workshops focused on digital tools and collaborative platforms. Role-playing scenarios will be used to simulate challenging leadership situations, such as managing virtual team conflicts or communicating difficult changes. A significant emphasis is placed on peer-to-peer learning, where participants share experiences and insights from their own organizational contexts. Continuous feedback from the facilitator and peers is a core component, fostering self-awareness and targeted skill development. The program culminates in the development of a personal action plan, enabling a direct transfer of knowledge and strategies back to the workplace.



COURSE AGENDA (COURSE UNITS):

UNIT ONE FOUNDATIONS OF DIGITAL LEADERSHIP

- Defining leadership in the age of digital disruption.
- The VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world.
- Cultivating an agile and growth-oriented mindset.
- Core competencies for the modern digital leader.
- Emotional Intelligence 2.0: Empathy in a virtual context.
- Leading with purpose and vision in a tech-driven environment.
- Ethical leadership in the age of data and AI.

UNIT TWO LEADING HIGH-PERFORMING DIGITAL TEAMS

- Strategies for building and managing remote and hybrid teams.
- Mastering virtual communication and collaboration tools.
- Fostering psychological safety and trust in distributed environments.
- Performance management and feedback for remote employees.
- Driving engagement and combating digital fatigue.
- Facilitating effective virtual meetings and workshops.
- Resolving conflicts within digital teams.

UNIT THREE STRATEGY AND INNOVATION IN THE DIGITAL ERA

- Spearheading digital transformation initiatives within the organization.
- Developing an agile strategy that adapts to market shifts.
- Leveraging data analytics for informed, strategic decision-making.
- Creating and sustaining a culture of innovation and experimentation.
- Understanding the impact of AI and automation on business models.
- Cybersecurity fundamentals every leader must know.
- Managing and responding to digital disruption.



UNIT FOUR THE LEADER AS A CHANGE AGENT AND COMMUNICATOR

- Applying modern change management principles to digital projects.
- Communicating change with clarity, transparency, and empathy.
- Building individual and team resilience during transformation.
- Effective stakeholder management in a digital ecosystem.
- The art of digital storytelling to inspire action.
- Developing a strong personal leadership brand online.
- Influencing across hierarchies and functions without direct authority.

UNIT FIVE FUTURE-READY LEADERSHIP AND STRATEGIC APPLICATION

- Anticipating future trends: The Future of Work, Web3, and beyond.
- Developing a personal leadership development roadmap.
- Coaching and mentoring the next generation of digital talent.
- Principles of sustainable and inclusive leadership.
- Leading with authenticity in a hyper-connected world.
- Capstone Project: Developing a digital leadership initiative for your organization.
- Course review, key takeaways, and commitment to action.

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 balance the efficiency gains from AI and automation with the ethical imperative to maintain human-centric workplaces?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by focusing on the crucial intersection of technology, strategy, and human-centric leadership. While many programs concentrate solely on digital tools or management theory, we emphasize the profound mindset shift required to lead effectively in the digital age. Our curriculum is built around practical application, using contemporary case studies from diverse industries to explore the real-world challenges and opportunities of digital transformation. We move beyond buzzwords to provide actionable frameworks for fostering innovation, managing remote teams with empathy, and making data-driven decisions ethically. A key differentiator is our focus on the "human element" of digital leadership, including emotional intelligence in virtual settings, building psychological safety online, and communicating change effectively. Participants will not just learn about digital leadership; they will practice it through interactive simulations, collaborative projects, and personalized feedback, ensuring they leave with the confidence and competence to lead their teams into the future.