Strategic Leadership in the Digital Transformation Era Training Course



08 - 12 Nov 2026

Istanbul

4900 € (Per Person)

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Course Introduction / Overview:

The contemporary business landscape is defined by relentless digital disruption, making strategic leadership more critical than ever. This course is meticulously designed to equip current and aspiring leaders with the essential competencies to navigate and spearhead successful digital transformations within their organizations. Moving beyond mere technological implementation, the curriculum delves into the core principles of strategic foresight, organizational change management, and fostering a culture of continuous innovation. As highlighted by George Westerman in his influential book, "Leading Digital: Turning Technology into Business Transformation," true transformation is not about technology, but about leadership. This program, offered by BIG BEN Training Center, provides a comprehensive framework for developing a clear digital vision, building a strategic roadmap, and empowering teams to embrace new digital business models. Participants will learn to leverage data-driven insights, cultivate organizational agility, and manage the human elements of change, ensuring that technology serves as a powerful enabler of sustainable growth and competitive advantage in an increasingly digital world. This is an immersive journey into the heart of modern leadership, preparing you to guide your organization confidently into the future.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Vice Presidents, Directors, and Senior Managers.
- IT and Technology Leaders (CIOs, CTOs).
- Heads of Strategy and Business Development.
- Human Resources and Organizational Development Leaders.
- Project and Program Managers leading transformation initiatives.
- Emerging leaders and high-potential employees.
- Consultants specializing in business transformation and strategy.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Telecommunications and Information Technology.
- Healthcare and Pharmaceutical Industries.
- Retail, E-commerce, and Consumer Goods.
- Manufacturing and Industrial Automation.
- Government, Public Sector, and Non-Profit Organizations.
- Energy, Utilities, and Natural Resources.
- Logistics and Supply Chain Management.

Target Organizations Departments:

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

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.
- Lead and manage complex organizational change initiatives with confidence.
- Foster a culture of innovation, agility, and continuous learning.
- Utilize data analytics and business intelligence for strategic decision-making.
- Assess an organization's digital maturity and identify key areas for improvement.
- Communicate the vision for digital transformation effectively to all stakeholders.
- Manage resistance to change and build consensus across departments.
- Identify and integrate emerging technologies like AI and IoT into the business model.
- Enhance customer experience through digital channels and solutions.
- Develop personal leadership skills required to thrive in a disruptive environment.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional context. We believe that effective learning for leaders occurs through doing, reflecting, and collaborating. The course moves beyond traditional lectures to a dynamic blend of expert-led presentations, in-depth case study analyses of successful and failed digital transformations, and interactive group discussions. Participants will engage in practical workshops and simulation exercises that challenge them to develop digital strategies and solve real-world leadership problems. A significant emphasis is placed on peer-to-peer learning, allowing attendees to share experiences and insights from their diverse industries. Action planning sessions are integrated throughout the program, guiding participants to create a tangible roadmap for implementing their learnings back in their organizations. Our expert facilitators provide continuous coaching and personalized feedback, ensuring a supportive environment that encourages critical thinking, strategic planning, and the development of confident, forward-thinking digital leaders.

Course Agenda (Course Units):

Unit One: The Digital Imperative and Strategic Foundations

- Understanding the drivers of digital transformation.
- Differentiating between digitization, digitalization, and digital transformation.
- Analyzing the impact of digital disruption on various industries.
- Assessing your organization's digital maturity level.
- The role of the leader as a digital visionary and change catalyst.
- Exploring key frameworks for digital strategy development.
- Case studies of digital pioneers and their leadership approaches.

Unit Two: Crafting a Vision and a Strategic Roadmap

- Defining a clear and compelling digital transformation vision.
- Aligning digital initiatives with core business objectives and values.
- Conducting a SWOT analysis for digital opportunities and threats.
- Building a phased and realistic digital transformation roadmap.
- Identifying key performance indicators (KPIs) to measure success.
- Securing executive buy-in and allocating necessary resources.
- Developing a robust business case for transformation projects.

Unit Three: Leading Organizational Change and a Digital Culture

- Applying change management models like Kotter's 8-Step Process.
- Crafting a powerful communication strategy for all stakeholders.
- Techniques for overcoming resistance and managing conflict.
- Building a culture of psychological safety, experimentation, and learning.
- Empowering employees and fostering cross-functional collaboration.
- Redesigning organizational structures for agility and speed.
- Developing digital literacy and new capabilities across the workforce.

Unit Four: Execution, Technology, and Data-Driven Leadership

- Leveraging Agile and Lean methodologies for project execution.
- Harnessing the power of data analytics and AI for decision-making.
- Understanding the strategic implications of key emerging technologies.
- Building and managing a successful innovation ecosystem.
- Principles of designing a seamless digital customer experience (CX).
- Optimizing operations and processes with digital tools.
- Managing technology partnerships and vendor relationships effectively.

Unit Five: Sustaining Momentum and Future-Proofing Leadership

- Governing digital transformation for long-term success.
- Addressing the ethical considerations and cybersecurity risks for leaders.
- Leading effectively in remote and hybrid work environments.
- Developing personal resilience and adaptability as a leader.
- Creating a continuous improvement and learning organization.
- Capstone Project: Developing a personal digital leadership action plan.
- Final presentations and peer feedback session.

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:

Beyond technology adoption, how can a leader fundamentally reshape an organization's DNA to thrive in a state of perpetual digital evolution?

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

This training course distinguishes itself by focusing intensely on the intersection of leadership, culture, and strategy, rather than treating digital transformation as a purely technological challenge. While many programs concentrate on specific tools or platforms, our curriculum is built on the philosophy that technology is an enabler, but people are the drivers of success. We provide participants with robust, actionable frameworks for managing the human side of change—the most complex and critical component of any transformation. The course emphasizes strategic thinking and the development of a "digital mindset," equipping leaders to ask the right questions and make informed decisions in a volatile environment. Through a curated selection of diverse case studies, participants learn not just from successes but also from well-documented failures, providing a realistic and nuanced understanding of the potential pitfalls. The emphasis on peer-to-peer learning in a collaborative setting and the development of a personal leadership action plan ensures that the insights gained are not merely academic but are directly transferable and applicable to each participant's unique organizational context.