Navigating Digital Transformation and Organizational Change Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #MA1186_295419

Course Introduction / Overview:

In today's hyper-competitive business landscape, the ability to navigate both organizational change and digital transformation is no longer a strategic advantage but a fundamental requirement for survival and growth. This intensive training course is designed to equip leaders with the essential skills and frameworks to successfully steer their organizations through the complexities of modern transformation. We will explore the core principles articulated by renowned experts like John P. Kotter in his seminal work, "Leading Change," providing a robust theoretical foundation. However, the program goes beyond theory, focusing on the practical application of these concepts in real-world scenarios. Participants will learn to diagnose organizational readiness, craft compelling change visions, and manage the human dynamics of transition, including resistance and engagement. BIG BEN Training Center has developed this curriculum to address the dual challenge of integrating new digital technologies while fostering a culture that embraces continuous evolution. This course provides a comprehensive roadmap for leading change initiatives that not only meet strategic objectives but also build a more agile, resilient, and future-ready organization from the ground up.

Target Audience / This training course is suitable for:

- C-Level Executives (CEO, CIO, CTO, COO).
- Vice Presidents and Directors.
- Senior and Mid-Level Managers.
- Change Management Professionals and Consultants.
- Human Resources Leaders and Business Partners.
- IT and Technology Leaders.
- Project and Program Managers.
- Heads of Strategy and Business Development.
- Team Leaders and Supervisors aspiring to leadership roles.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Education and Non-Profit Organizations.

Target Organizations Departments:

- Executive Leadership and Corporate Strategy.
- Human Resources and Organizational Development.
- Information Technology (IT) and Digital Innovation.
- Operations and Supply Chain Management.
- Project Management Office (PMO).
- Marketing and Customer Experience.
- Finance and Administration.
- Research and Development (R&D).

Course Offerings:

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

- Develop a comprehensive digital transformation and organizational change roadmap.
- Apply established change management models like Kotter's 8-Step Process and ADKAR.
- Master communication strategies to build buy-in and manage stakeholder expectations.
- Lead teams effectively through periods of uncertainty and resistance.
- Foster an organizational culture that embraces innovation, agility, and continuous improvement.
- Analyze the impact of digital technologies on business models and operational processes.
- Implement data-driven approaches to measure the success of change initiatives.
- Design strategies for upskilling and reskilling the workforce for future challenges.
- Manage the human side of change to enhance employee engagement and morale.
- Build a resilient organization capable of adapting to ongoing market disruptions.

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 deep learning occurs through active participation rather than passive listening. This course utilizes a blended approach that includes expert-led presentations on core frameworks and theories, balanced with extensive practical application. Participants will engage in dynamic group discussions, collaborative workshops, and in-depth case study analyses of successful and unsuccessful transformations. A significant portion of the course is dedicated to hands-on exercises and simulation activities where participants can practice new skills in a safe and supportive environment. Role-playing scenarios will be used to tackle common challenges such as managing resistance and communicating difficult decisions. Continuous feedback is provided by the instructor and peers, ensuring a rich learning journey. The focus is on translating theoretical knowledge into actionable strategies that can be implemented immediately within the participant's organization, ensuring a tangible return on investment.

Course Agenda (Course Units):

Unit One: Foundations of Modern Organizational Transformation

- The dual imperative of change management and digital disruption.
- Defining digital transformation beyond technology implementation.
- Understanding the psychological impact of change on employees.
- Key change management frameworks: Kotter's 8-Step Process.
- Introduction to the ADKAR model for individual change.
- Diagnosing organizational readiness and identifying change drivers.
- The role of leadership in sponsoring and championing change.

Unit Two: Crafting the Change Vision and Strategy

- Developing a compelling vision for the future state.
- Aligning transformation initiatives with strategic business goals.
- Conducting a thorough stakeholder analysis and mapping.
- Building a powerful guiding coalition to lead the effort.
- Creating a strategic digital transformation roadmap.
- Defining clear objectives, key performance indicators (KPIs), and success metrics.
- Developing a robust business case for change.

Unit Three: Leading the Human Element of Change

- Mastering communication strategies for different audiences.
- Techniques for generating short-term wins to build momentum.
- Proactively identifying and managing resistance to change.
- Strategies for fostering employee engagement and empowerment.
- Coaching and mentoring teams through the transition process.
- Building psychological safety to encourage innovation and risk-taking.
- Addressing the cultural shifts required for digital maturity.

Unit Four: Executing Digital and Operational Change

- Integrating agile methodologies into change projects.
- Managing the adoption of new technologies and digital tools.
- Business process reengineering for a digital-first environment.
- Leveraging data analytics for informed decision-making during transformation.
- Ensuring cybersecurity and data privacy considerations are addressed.
- Managing the project lifecycle of a transformation initiative.
- Balancing innovation with operational stability.

Unit Five: Sustaining Change and Fostering a Culture of Innovation

- Anchoring new approaches in the organizational culture.
- Developing mechanisms for continuous feedback and improvement.
- Celebrating successes and learning from failures.
- Strategies for upskilling and reskilling the workforce for the future.
- Building organizational resilience and adaptability.
- Leading a culture of continuous learning and innovation.
- Personal action planning for leading change back at the workplace.

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:

In an era of rapid AI-driven transformation, how can leaders ethically balance the pursuit of operational efficiency with the responsibility of fostering employee well-being and job security?

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

This course distinguishes itself by holistically integrating the 'hard' technical and strategic components of digital transformation with the 'soft' human and cultural elements of change management. While many programs focus on one aspect or the other, we operate on the principle that successful transformation is impossible without mastering both. Our curriculum moves beyond purely theoretical discussions of frameworks and models, dedicating significant time to practical application through realistic simulations, case studies, and role-playing exercises that mirror the complex challenges leaders face. The focus is on developing a leader's capacity for situational judgment and adaptive leadership, rather than just providing a static playbook. Furthermore, the course places a strong emphasis on sustainability. We equip participants not only to manage a single change event but to build a resilient organizational culture that embraces continuous improvement and innovation as its new normal. The insights provided are geared towards creating lasting impact, ensuring that the principles of agile and human-centric leadership become embedded in the organization's DNA long after the training is complete.