Developing Digital Transformation Strategy for Leaders Training Course

23 - 27 Nov 2026

Madrid

5900 € (Per Person)

Ref: #PLA6682_127136

Course Introduction / Overview:

This intensive training course is designed to equip business leaders with the strategic foresight and practical skills required to navigate the complexities of the digital age. In an era of constant disruption, a reactive approach to technology is insufficient; proactive, strategic leadership is paramount. This program moves beyond the buzzwords to provide a structured framework for envisioning, developing, and implementing a successful digital transformation strategy. We will explore the core principles outlined by thought leaders like George Westerman in his seminal work, "Leading Digital: Turning Technology into Business Transformation," focusing on how to integrate digital capabilities into the very fabric of an organization. Participants will learn to identify digital opportunities, build robust business cases, and manage the profound organizational change that accompanies technological evolution. At BIG BEN Training Center, we provide a learning environment that fosters strategic thinking, enabling leaders to transform their organizations into agile, data-driven, and customer-centric enterprises poised for future growth and resilience.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Vice Presidents and Directors of Strategy and Business Development.
- Senior Managers and Department Heads.
- IT and Operations Leaders.
- Innovation and Transformation Project Managers.
- Entrepreneurs and Business Owners.

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 Production (Industry 4.0).
- Government Agencies and Public Sector Organizations.
- Energy, Utilities, and Natural Resources.
- Logistics and Supply Chain Management.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive digital transformation roadmap aligned with strategic business objectives.
- Analyze the impact of disruptive technologies like AI, IoT, and big data on their industry.
- Master frameworks for assessing organizational digital maturity and readiness.
- Lead and manage the cultural and organizational change required for successful transformation.
- Construct a compelling business case and measure the ROI of digital initiatives.
- Enhance data-driven decision-making capabilities across the enterprise.
- Design agile and resilient digital operating models.
- Foster a culture of continuous innovation and digital-first thinking.
- Identify and mitigate the cybersecurity and governance risks associated with digital transformation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring that theoretical concepts are translated into actionable leadership skills. We employ a blended learning approach that combines expert-led presentations with immersive, hands-on activities. Participants will engage in in-depth case study analyses of successful and unsuccessful digital transformations, dissecting the strategies and decisions that led to their outcomes. A significant portion of the course is dedicated to group workshops and team-based exercises where participants will work on developing a mock digital transformation roadmap for a sample organization. This fosters peer-to-peer learning and allows for the exchange of diverse industry perspectives. Interactive sessions, facilitated brainstorming, and problem-solving clinics provide a dynamic environment for tackling real-world challenges. Continuous feedback from the instructor and peers is a core component, ensuring participants can refine their strategic thinking and leadership approach throughout the five-day program.

Course Agenda (Course Units):

Unit One: The Digital Imperative and Strategic Foundations

- Defining digital transformation beyond technology implementation.
- Understanding the drivers of digital disruption in modern industries.
- Analyzing the difference between digitization, digitalization, and digital transformation.
- Exploring foundational digital transformation frameworks.
- Assessing your organization's digital maturity and readiness.
- Identifying key stakeholders and establishing a guiding coalition.
- Linking digital strategy directly to core business goals and competitive advantage.

Unit Two: Designing a Winning Digital Transformation Roadmap

- Conducting a comprehensive technology and process audit.
- Mapping the customer journey to identify digital opportunities.
- Developing a clear vision and mission for the transformation.
- Prioritizing digital initiatives based on impact and feasibility.
- Building the business case and financial model for transformation.
- Creating a phased implementation plan with clear milestones and KPIs.
- Integrating data analytics and business intelligence into the strategic plan.

Unit Three: Executing and Leading Digital Initiatives

- Mastering change management principles for the digital era.
- Communicating the transformation vision effectively across the organization.
- Implementing agile methodologies for project management and execution.
- Establishing robust digital governance and risk management frameworks.
- Leading cross-functional teams in a digital environment.
- Overcoming resistance and managing stakeholder expectations.
- Monitoring progress and adapting the strategy based on feedback and results.

Unit Four: Cultivating a Digital-First Culture and Mindset

- Building a culture of innovation, experimentation, and continuous learning.
- Fostering psychological safety to encourage risk-taking.
- Developing digital literacy and upskilling the workforce.
- Breaking down organizational silos to promote collaboration.
- Empowering employees with data and digital tools.
- Designing a customer-centric organization from the inside out.
- Aligning performance management and incentive systems with digital goals.

Unit Five: Sustaining Momentum and Navigating Future Disruptions

- Scaling successful digital pilots across the enterprise.
- Leveraging emerging technologies like AI, IoT, and blockchain for strategic advantage.
- Understanding the principles of platform and ecosystem business models.
- Addressing advanced cybersecurity challenges for the digital enterprise.
- Building organizational resilience and adaptability for future changes.
- Measuring the long-term value and impact of digital transformation.
- Creating a continuous improvement loop for the digital strategy.

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 drive for rapid technological adoption with the ethical considerations and human impact of digital transformation?

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

This course distinguishes itself by focusing squarely on the strategic leadership dimension of digital transformation, rather than providing a purely technical overview. While many programs concentrate on specific tools or platforms, our curriculum is built around the critical thinking, strategic planning, and change management capabilities that executives need to successfully steer their organizations through complex change. We emphasize the development of a holistic digital transformation roadmap that is deeply integrated with business objectives, ensuring that technology serves as an enabler of strategy, not the other way around. The content moves beyond theoretical models by incorporating extensive case study analysis and practical, hands-on workshops where participants apply concepts to real-world business scenarios. This emphasis on application and peer collaboration ensures that leaders leave not just with knowledge, but with a tangible framework and the confidence to lead digital initiatives, manage cultural shifts, and build a resilient, future-ready enterprise.