Digital Strategy Formulation and Transformation Leadership Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA8472_257018

Course Introduction / Overview:

In an era defined by rapid technological advancement and digital disruption, the ability to formulate and lead a successful digital transformation is no longer a competitive advantage but a fundamental necessity for survival and growth. This course provides a comprehensive framework for understanding, planning, and executing digital strategies that drive meaningful business outcomes. Drawing on seminal concepts from thought leaders like George Westerman, author of "Leading Digital: Turning Technology into Business Transformation," this program moves beyond theoretical discussions to offer practical, actionable insights. Participants will learn how to navigate the complexities of organizational change, foster a culture of innovation, and leverage emerging technologies to create new value propositions and enhance customer experiences. At BIG BEN Training Center, we have designed this immersive experience to equip leaders with the strategic foresight and leadership acumen required to steer their organizations through the digital age, transforming challenges into opportunities and building a resilient, future-ready enterprise. This training is an essential strategic roadmap for any leader committed to mastering digital business models and achieving sustainable success.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs), Chief Information Officers (CIOs), and Chief Technology Officers (CTOs).
- Vice Presidents and Directors of Strategy and Business Development.
- Senior Managers and Department Heads.
- Digital Transformation Leaders and Project Managers.
- IT and Operations Managers.
- Business Unit Leaders and Product Managers.
- Change Management Professionals and Consultants.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail and E-commerce.
- Manufacturing and Supply Chain Logistics.
- Technology, Media, and Telecommunications.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategy and Corporate Planning.
- Information Technology (IT) and Digital Services.
- Operations and Process Management.
- Marketing and Customer Experience.
- Human Resources and Organizational Development.
- Product Development and Innovation.
- Finance and Investment Planning.

Course Offerings:

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

- Develop a comprehensive and actionable digital transformation strategy aligned with business goals.
- Analyze the impact of digital disruption on their industry and identify strategic opportunities.
- Master frameworks for assessing an organization's digital maturity and readiness for change.
- Lead organizational change effectively by managing resistance and fostering a digital-first culture.
- Build a compelling business case for digital initiatives and secure stakeholder buy-in.
- Evaluate and prioritize emerging technologies such as AI, IoT, and blockchain for business application.
- Implement data-driven decision-making processes to enhance operational efficiency and customer value.
- Design agile governance structures to support and sustain digital transformation efforts.
- Create a detailed transformation roadmap with clear milestones, KPIs, and risk mitigation plans.
- Cultivate the leadership skills necessary to inspire and guide teams through complex transitions.

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. This course moves beyond traditional lectures to create a dynamic learning environment where theory is immediately put into practice. A cornerstone of our approach is the extensive use of real-world case studies, examining both the successes and failures of digital transformation initiatives across various industries. Participants will engage in collaborative workshops and group exercises to formulate digital strategies for hypothetical and real-world scenarios, fostering teamwork and diverse problem-solving skills. Interactive sessions, facilitated discussions, and peer-to-peer feedback are integrated throughout the program to encourage critical thinking and the sharing of unique organizational challenges and insights. The course emphasizes the development of a practical transformation roadmap, allowing participants to apply learned concepts directly to their own organizations. Our expert facilitators provide continuous guidance and personalized feedback, ensuring that every leader leaves with not only new knowledge but also the confidence and a clear plan to initiate and lead digital transformation effectively.

Course Agenda (Course Units):

Unit One: The Digital Imperative and Strategic Foundations

- Understanding Digital Transformation vs. Digitization and Digitalization.
- Analyzing the Forces of Digital Disruption in Modern Industries.
- The Digital Maturity Model: Assessing Your Organization's Readiness.
- Key Pillars of a Successful Digital Strategy.
- Identifying Core Business Challenges and Digital Opportunities.
- The Role of Leadership in Driving the Digital Agenda.
- Case Study Analysis of Digital Pioneers and Failures.

Unit Two: Crafting the Digital Vision and Strategy

- Developing a Compelling Digital Vision and Mission Statement.
- Utilizing Strategic Frameworks (SWOT, PESTLE) for Digital Context.
- Building a Robust Business Case for Digital Transformation.
- Defining Key Performance Indicators (KPIs) and Success Metrics.
- Mapping the Customer Journey in a Digital Ecosystem.
- Creating Value Through New Digital Business Models.
- Aligning Digital Strategy with Overall Corporate Objectives.

Unit Three: Leading People and Culture Through Transformation

- The Psychology of Organizational Change and Resistance.
- Principles of Effective Change Management Leadership.
- Building a Culture of Innovation, Agility, and Continuous Learning.
- Communication Strategies for Engaging and Inspiring Stakeholders.
- Developing Digital Skills and Talent Within the Organization.
- Fostering Cross-Functional Collaboration and Breaking Down Silos.
- Leading with Empathy and Resilience in Times of Uncertainty.

Unit Four: Enabling Transformation with Technology and Data

- An Overview of Key Enabling Technologies (AI, IoT, Cloud, Blockchain).
- Redesigning Business Processes for a Digital-First World.
- Leveraging Data Analytics for Strategic Decision-Making.
- Ensuring Cybersecurity and Data Privacy in Digital Initiatives.
- Implementing Agile Methodologies for Project Execution.
- Building a Scalable and Flexible Technology Infrastructure.
- The Role of the CIO and CTO in Transformation Leadership.

Unit Five: Execution, Governance, and Sustaining Momentum

- Developing a Phased Digital Transformation Roadmap.
- Establishing Effective Governance and Oversight Structures.
- Managing the Transformation Portfolio and Prioritizing Initiatives.
- Measuring the Return on Investment (ROI) of Digital Projects.
- Strategies for Scaling Successful Pilots Across the Enterprise.
- Sustaining Momentum and Fostering Continuous Innovation.
- Preparing the Organization for the Future of Work and Technology.

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 effectively balance the drive for rapid digital innovation with the critical need for ethical considerations and long-term organizational stability?

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

This course distinguishes itself by adopting a holistic, leadership-centric approach to digital transformation, moving beyond a purely technological focus. While many programs concentrate on specific digital tools or platforms, our curriculum is built on the strategic principle that successful transformation is fundamentally a leadership and cultural challenge, not just an IT project. We emphasize the critical synthesis of strategy formulation, change management, and people leadership. The content is uniquely structured to equip participants with the ability to not only devise a digital strategy but, more importantly, to lead its implementation by inspiring teams, managing resistance, and fostering a resilient, adaptive culture. The course integrates deep dives into practical case studies that dissect both triumphs and failures, providing nuanced lessons that are often overlooked. Rather than offering generic solutions, it guides leaders in developing a bespoke transformation roadmap tailored to their organization's specific context, maturity level, and strategic goals. This focus on strategic leadership and cultural enablement provides a more profound and sustainable framework for driving real business change.