Strategic Leadership for Digital Transformation Training Course



23 - 27 Nov 2026

Madrid

5900 € (Per Person)

Ref: #PMP7826_123032

Course Introduction / Overview:

Digital transformation is no longer an option but a critical imperative for enterprise survival and growth. However, successful transformation hinges on more than just technology adoption; it requires visionary leadership capable of navigating complexity, fostering innovation, and guiding organizational change. This course is meticulously designed to equip current and future leaders with the strategic competencies needed to spearhead digital initiatives effectively. As highlighted by George Westerman in his seminal work, "Leading Digital: Turning Technology into Business Transformation," the challenge is not in understanding the technology itself, but in mastering the leadership required to leverage it for competitive advantage. This program moves beyond theoretical concepts to provide a practical framework for developing and executing a robust digital strategy. Participants will explore how to build a digital-first culture, manage stakeholder expectations, and measure the tangible impact of their transformation efforts. At BIG BEN Training Center, we provide the tools and insights necessary to transform your organization from a digital follower into an industry leader, ensuring you can confidently manage disruptive technologies and lead your teams through the evolving digital landscape. This is a comprehensive journey into the core of modern enterprise leadership.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs), Chief Information Officers (CIOs), and Chief Technology Officers (CTOTs).
- Vice Presidents and Directors of Strategy and Operations.
- IT Managers and Senior IT Professionals.
- Business Unit Heads and Department Managers.
- Project and Program Managers leading technology-driven initiatives.
- Senior Leaders responsible for innovation and business development.
- Change Management Professionals and HR Business Partners.
- Aspiring leaders preparing for senior management roles in a digital environment.

Target Sectors and Industries:

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

Target Organizations Departments:

- Information Technology (IT) and Digital Strategy.
- Executive Leadership and Corporate Strategy.
- Operations and Business Process Management.
- Marketing and Customer Experience.
- Human Resources and Organizational Development.
- Finance and a-lanning.
- Project Management Office (PMO).
- Research and Development (R&D) and Innovation Labs.

Course Offerings:

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

- Develop a comprehensive digital transformation roadmap aligned with strategic business goals.
- Lead organizational change by effectively communicating the vision and managing resistance.
- Foster a culture of innovation and agility within their teams and across the enterprise.
- Evaluate and select appropriate technologies to support business objectives.
- Implement robust governance frameworks for managing digital projects and initiatives.
- Utilize data-driven insights to inform strategic decisions and measure performance.
- Manage complex stakeholder relationships to ensure alignment and buy-in.
- Identify and mitigate risks associated with large-scale digital transformation projects.
- Measure the return on investment (ROI) of digital initiatives using key performance indicators.
- Anticipate future trends and prepare the organization for continuous digital evolution.

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 leadership skills for digital transformation are best developed through practice, not just theory. The course combines expert-led presentations with a dynamic mix of learning techniques, including in-depth case study analysis of successful and unsuccessful digital transformations from various industries. Participants will engage in collaborative group workshops to solve real-world problems, allowing them to apply frameworks and strategic thinking in a team setting. Interactive discussions and peer-to-peer feedback sessions are integral to the learning process, fostering a rich exchange of ideas and experiences. Practical exercises, such as developing a mini digital roadmap or a change communication plan, ensure that learning is immediately actionable. Our approach emphasizes critical thinking and strategic problem-solving, moving beyond a simple checklist of technologies to cultivate the nuanced judgment required to lead effectively in the digital era. This immersive environment ensures participants leave with not only new knowledge but also the confidence to implement it.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of Digital Transformation

- Defining digital transformation beyond technology.
- The role of leadership in driving digital maturity.
- Analyzing digital disruption and its impact on industries.
- Key frameworks for digital transformation (e.g., MIT, Gartner).
- Assessing your organization's digital readiness.
- Understanding the difference between digitization, digitalization, and digital transformation.
- Case studies of digital leaders and laggards.

Unit Two: Developing the Digital Transformation Vision and Roadmap

- Crafting a compelling vision for the digital future.
- Aligning digital strategy with overall business objectives.
- Building a strategic digital transformation roadmap.
- Establishing clear governance structures and accountability.
- Securing executive buy-in and stakeholder alignment.
- Prioritizing initiatives for maximum impact and quick wins.
- Financial planning and resource allocation for digital projects.

Unit Three: Leading Change and Cultivating a Digital-First Culture

- The psychology of organizational change.
- Applying change management models like Kotter's 8-Step Process.
- Developing effective communication strategies for transformation.
- Fostering psychological safety to encourage experimentation and innovation.
- Building agile, cross-functional teams.
- Overcoming resistance and managing conflict during transition.
- Embedding new values and behaviors to create a sustainable digital culture.

Unit Four: Executing Digital Initiatives with Excellence

- Choosing between Agile, Scrum, and traditional project management methodologies.
- Managing a portfolio of digital projects.
- Key considerations for technology selection and vendor management.
- Leveraging data analytics and business intelligence for decision-making.
- Implementing robust cybersecurity protocols within digital projects.
- Managing risks in technology implementation and integration.
- Ensuring a seamless customer and employee experience transformation.

Unit Five: Measuring Success and Sustaining Momentum

- Defining key performance indicators (KPIs) for digital transformation.
- Calculating and communicating the return on investment (ROI).
- Techniques for scaling successful pilot projects across the enterprise.
- Creating a culture of continuous improvement and learning.
- Exploring emerging technologies: AI, IoT, and Blockchain for strategic advantage.
- Future-proofing the organization against the next wave of disruption.
- Developing a personal action plan for continued leadership growth.

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 technological adoption, how can a leader ethically navigate the societal and workforce impacts of large-scale digital transformation?

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

This course distinguishes itself by focusing intensely on the strategic and human dimensions of leadership, rather than providing a purely technical or project management overview. While many programs concentrate on specific technologies or agile methodologies, our curriculum is built on the understanding that successful digital transformation is fundamentally a leadership challenge. We delve into the complexities of crafting a vision, driving cultural change, and navigating the organizational politics that often derail such initiatives. The content is designed to cultivate a strategic mindset, enabling participants to ask the right questions and make high-stakes decisions with confidence. Instead of just learning about tools, attendees will engage with real-world case studies that highlight the nuanced leadership behaviors that separate success from failure. The emphasis on peer-to-peer learning and collaborative problem-solving in a workshop-style environment provides a unique platform for senior professionals to share insights and build a network of like-minded leaders. This program is not about becoming a tech expert; it is about becoming an expert leader in a tech-driven world.