Leading Digital Transformation and Strategic Innovation Training Course



14 - 18 Dec 2026

Madrid

5900 € (Per Person)

Ref: #PMP8338_75027

Course Introduction / Overview:

In today's rapidly evolving business landscape, digital transformation is not merely a technological upgrade but a fundamental strategic imperative for survival and growth. This course provides a comprehensive roadmap for leaders aiming to navigate the complexities of digital disruption and harness the power of strategic innovation. It moves beyond theoretical concepts to offer actionable frameworks for implementing successful transformation projects. Drawing upon principles articulated by thought leaders like George Westerman in his influential work, "Leading Digital: Turning Technology into Business Transformation," this program emphasizes the critical intersection of technology, strategy, and leadership. Participants will explore how to build a culture of continuous innovation, manage organizational change effectively, and leverage emerging technologies to create sustainable competitive advantages. BIG BEN Training Center has designed this immersive experience to equip professionals with the digital leadership skills necessary to redefine business models, enhance customer experiences, and drive measurable results. This is a journey from understanding the 'why' of digital transformation to mastering the 'how' of its execution, ensuring your organization is not just adapting but leading in the digital age.

Target Audience / This training course is suitable for:

- C-Suite Executives (CEOs, CIOs, CTOs, CMOs).
- Senior and Mid-level Managers.
- IT Directors and Project Managers.
- Business Transformation and Strategy Leaders.
- Innovation Managers and R&D Professionals.
- Product and Service Development Managers.
- Business Analysts and Consultants.
- Heads of Organizational Development and Change.

Target Sectors and Industries:

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

Target Organizations Departments:

- Information Technology (IT) and Digital Strategy.
- Strategy and Corporate Planning.
- Operations and Process Improvement.
- Marketing, Sales, and Customer Experience.
- Research and Development (R&D).
- Human Resources and Talent Management.
- Finance and Business Analytics.
- Project Management Office (PMO).

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.
- Identify and evaluate disruptive technologies and their potential impact on the organization.
- Lead complex change management initiatives to ensure smooth technology adoption.
- Foster a resilient culture of continuous innovation and experimentation within teams.
- Implement agile project management methodologies for digital initiatives.
- Analyze data to drive informed, strategic decision-making.
- Redesign business models to create new value streams in the digital economy.
- Measure the return on investment (ROI) of digital transformation projects effectively.
- Enhance digital leadership skills to inspire and guide teams through change.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring participants can immediately apply their learning. We move beyond traditional lectures to create an immersive environment built on a foundation of active participation. The course heavily utilizes real-world case studies from various industries, allowing participants to analyze successful digital transformations and learn from documented challenges. A significant portion of the training is dedicated to hands-on workshops and simulation exercises where attendees work in teams to develop digital strategies, map customer journeys, and prototype innovative solutions. These group activities foster peer-to-peer learning and provide a platform for sharing diverse perspectives. Expert-led sessions facilitate deep discussions on complex topics like change management and fostering an innovation culture. Continuous feedback is a core component, with structured opportunities for participants to present their ideas and receive constructive input from both the instructor and their peers. This blended approach ensures a rich learning experience that bridges the gap between theory and practical, real-world application.

Course Agenda (Course Units):

Unit One: Foundations of Digital Transformation and Innovation

- The Digital Imperative and the Cost of Inaction.
- Defining Digital Transformation vs. Digitization and Digitalization.
- Key Pillars of a Successful Digital Strategy.
- Understanding Disruptive Technologies and Business Model Innovation.
- Frameworks for Assessing Digital Maturity.
- The Role of Leadership in Driving Change.
- Case Studies of Digital Success and Failure.

Unit Two: Crafting the Digital Transformation Strategy

- Aligning Digital Initiatives with Core Business Goals.
- Conducting a Comprehensive SWOT Analysis for Digital Readiness.
- Developing a Strategic Digital Transformation Roadmap.
- Prioritizing Initiatives Based on Impact and Feasibility.
- Building the Business Case and Securing Stakeholder Buy-in.
- Integrating Customer Experience (CX) at the Core of the Strategy.
- Technology Road mapping and Future-Proofing the Organization.

Unit Three: Leading Change and Fostering an Innovation Culture

- The Psychology of Organizational Change.
- Applying Change Management Models like Kotter's 8-Step Process.
- Communicating the Vision and Overcoming Resistance.
- Building High-Performing, Agile, and Cross-Functional Teams.
- Cultivating a Culture of Experimentation and Psychological Safety.
- Strategies for Digital Talent Management and Upskilling the Workforce.
- Leading with Empathy and Emotional Intelligence in the Digital Age.

Unit Four: Technology Enablers and Digital Project Management

- An Overview of Key Enabling Technologies (AI, IoT, Cloud, Blockchain).
- Leveraging Data Analytics and Business Intelligence for Decision-Making.
- Introduction to Agile, Scrum, and Lean Methodologies for Digital Projects.
- Managing the Digital Project Lifecycle from Ideation to Deployment.
- Risk Management Strategies for Technology-Driven Projects.
- Ensuring Cybersecurity and Data Privacy in a Digital Ecosystem.
- Vendor Selection and Managing Technology Partnerships.

Unit Five: Execution, Measurement, and Scaling for the Future

- Implementing a Governance Framework for Digital Transformation.
- Defining Key Performance Indicators (KPIs) and Metrics for Success.
- Measuring the ROI of Digital and Innovation Projects.
- Strategies for Scaling Pilot Projects Across the Enterprise.
- Building a Digital Ecosystem and Strategic Alliances.
- Anticipating Future Trends with Strategic Foresight.
- Creating a Learning Organization for Sustained Competitive Advantage.

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 adopting a holistic, leadership-centric framework rather than focusing narrowly on technology implementation. While many programs cover digital tools, this training course from BIG BEN Training Center concentrates on the strategic and cultural dimensions that are the true drivers of successful transformation. We delve into the complexities of leading change, fostering an innovation culture, and redesigning business models, equipping participants with the strategic foresight needed to navigate disruption. The curriculum is built around a practical application model, moving beyond theory to engage participants in simulations and case study analyses that mirror real-world challenges. This emphasis on actionable strategy ensures that attendees leave not just with knowledge, but with a clear roadmap for implementation within their own organizations. Furthermore, the course content is continuously updated to reflect the latest trends, frameworks, and research in digital strategy and corporate innovation, providing a forward-looking perspective that prepares leaders for the challenges of tomorrow, not just the problems of today. It is an intellectual journey designed to transform mindset and capability.