Agile Digital Project Leadership in a Tech-Driven World Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #PRM1058_254631

Course Introduction / Overview:

The rapid pace of technological innovation has fundamentally reshaped the landscape of project management. Traditional, linear methodologies often fall short in complex, tech-driven environments that demand adaptability, speed, and continuous evolution. This intensive training course from BIG BEN Training Center is designed to equip a new generation of leaders with the advanced skills and agile mindset necessary to excel in this dynamic reality. Drawing on concepts from renowned author Scott Berkus's work in "Making Things Happen: Mastering Project Management," this program goes beyond basic project principles to focus on digital-first strategies. It covers the full lifecycle of a digital project, from strategic initiation and agile planning to risk mitigation and effective team leadership in virtual settings. Participants will learn how to leverage modern tools, apply Scrum and Kanban methodologies, and master critical skills like stakeholder engagement, change management, and data-driven decision-making. BIG BEN Training Center understands that successful digital project leadership isn't just about managing tasks; it's about leading people, fostering a culture of innovation, and delivering value incrementally. This comprehensive course is a critical investment for professionals seeking to lead their organizations forward, ensuring projects are not only completed on time and budget but also aligned with strategic business goals and customer needs in the ever-evolving digital marketplace.

Target Audience / This training course is suitable for:

- Project Managers, Program Managers, and Portfolio Managers.
- IT and Digital Transformation Leaders.
- Product Owners and Scrum Masters.
- Team Leaders and Department Heads.
- Business Analysts and Solution Architects.
- Anyone responsible for leading or contributing to digital projects.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Fintech.
- Healthcare and Life Sciences.
- Retail and E-commerce.
- Marketing and Advertising Agencies.
- Government Agencies and Public Administration.
- Media and Telecommunications.

Target Organizations Departments:

- Information Technology (IT).
- Digital and Innovation Departments.
- Product Management.
- Research and Development (R&D).
- Marketing and Communications.
- Operations and Business Development.
- Project Management Office (PMO).

Course Offerings:

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

- Master Agile and Scrum frameworks to manage complex digital projects.
- Formulate effective project charters and communication plans for tech-driven initiatives.
- Lead virtual and cross-functional teams with a focus on motivation and productivity.
- Identify and mitigate digital-specific risks, including cybersecurity threats and technical debt.
- Utilize data analytics and metrics to make informed project decisions.
- Develop robust stakeholder engagement strategies that ensure project alignment and support.
- Implement change management principles to navigate organizational shifts.

Course Methodology:

This training program employs a highly interactive and practical training methodology, designed to simulate real-world digital project scenarios. The learning experience is centered on case studies drawn from successful and challenging digital transformations, allowing participants to apply theoretical knowledge to practical situations. The course incorporates a variety of engaging techniques, including collaborative group exercises, simulations of agile sprints, and dynamic problem-solving sessions. Participants will engage in hands-on activities to create project backlogs, run daily stand-ups, and conduct sprint reviews. The program emphasizes a feedback-rich environment where peer-to-peer learning is encouraged, and expert instructors provide personalized guidance. Participants will practice using modern digital project management tools to enhance their workflow, transparency, and reporting. The BIG BEN Training Center approach ensures that participants not only acquire a deep understanding of core concepts but also develop the practical skills and confidence needed to implement these methodologies immediately within their own organizations. The training is structured to foster an iterative learning process, mirroring the very agile principles being taught, to ensure maximum knowledge retention and skill development.

Course Agenda (Course Units):

Unit One: Foundations of Digital Project Leadership

- Introduction to Digital Project Management vs. Traditional Methods.
- Understanding the Digital Project Lifecycle and its unique challenges.
- The Agile Manifesto and its core principles in a tech-driven context.
- Roles and responsibilities in an Agile team.
- Building a project charter for a digital initiative.
- Scoping and defining requirements for tech projects.
- Key performance indicators (KPIs) and success metrics for digital projects.

Unit Two: Mastering Agile and Scrum Methodologies

- Deep dive into the Scrum framework: Sprints, ceremonies, and artifacts.
- Effective backlog creation and prioritization.
- Leading and facilitating daily stand-ups and sprint reviews.
- Techniques for effective Sprint Planning and Sprint Retrospectives.
- Introduction to Kanban boards and visual workflow management.
- Hybrid methodologies and tailoring Agile to different project types.
- Scaling Agile across larger organizations.

Unit Three: Team Leadership and Stakeholder Engagement in the Digital Age

- Building and managing high-performing virtual and distributed teams.
- Fostering a culture of collaboration, transparency, and psychological safety.
- Advanced communication strategies for remote project teams.
- Identifying and engaging key stakeholders in digital projects.
- Managing stakeholder expectations and securing buy-in.
- Conflict resolution and negotiation in cross-functional teams.
- Maintaining team motivation and morale during long-term projects.

Unit Four: Digital Risk and Change Management

- Proactive risk identification and analysis for digital projects.
- Developing a comprehensive risk management plan.
- Addressing common digital risks: technical debt, cybersecurity, and scope creep.
- The principles of change management and its integration into project plans.
- Overcoming resistance to change and championing digital transformation.
- Crisis communication and management in a project context.
- Continuous improvement and post-project reviews.

Unit Five: Data-Driven Decision-Making and Emerging Trends

- Leveraging data analytics for project monitoring and control.
- Using dashboards and reporting tools to track progress and budget.
- Strategic resource allocation and optimization.
- Introduction to emerging technologies in project management: AI and automation.
- Future trends in the project management profession.
- Case studies of successful digital project implementations.
- Personal action plan for applying learned skills.

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 technological disruption, how do the core principles of digital project management empower leaders to move beyond simply managing a project to actively shaping the future of their organization?

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

This training is not a generic overview; it is a highly specialized program for the specific challenges of leading projects in a tech-driven world. Unlike many standard courses that focus solely on traditional methodologies, this program immerses participants in the practical application of Agile and Scrum frameworks, which are indispensable in modern digital environments. We move beyond basic theory to provide hands-on experience in building and leading virtual teams, managing complex digital risks, and leveraging data for strategic decision-making. The curriculum is a culmination of up-to-the-minute industry best practices and academic insights from recognized authors, ensuring the content is both rigorous and relevant. The emphasis on real-world case studies allows for an unparalleled level of practical learning and problem-solving. Furthermore, our focus on the "human side" of project management, including team leadership and stakeholder engagement, addresses the critical soft skills often overlooked in other programs. This holistic approach ensures that participants leave with a comprehensive toolkit that includes not just technical knowledge but also the leadership capabilities required to navigate the complexities of digital transformation. This course is designed to create true digital project leaders, not just managers.