Maximizing Digital Productivity and Automation Training Course



16 - 20 Nov 2026

Geneva

5900 € (Per Person)

Ref: #PRO2311_75881

Course Introduction / Overview:

In today's fast-paced digital landscape, the ability to manage time effectively and automate repetitive tasks is no longer a luxury but a fundamental necessity for professional success. This course is meticulously designed to transform your approach to work, moving you from manual processes to streamlined, automated workflows. We will explore the core principles of digital productivity, drawing on insights from leading thinkers like Cal Newport, author of the influential book "Deep Work: Rules for Focused Success in a Distracted World". Participants will learn not just how to use tools, but how to cultivate a mindset of continuous improvement and efficiency. The curriculum covers everything from foundational time management techniques and task organization to the practical application of no-code automation platforms. At BIG BEN Training Center, we believe in empowering professionals with actionable skills that yield immediate results. This program provides a comprehensive roadmap to reclaiming your time, reducing manual effort, and focusing on high-value activities that drive growth and innovation. By mastering these strategies, you will unlock new levels of personal and organizational effectiveness, ensuring you stay ahead in an increasingly automated world and can strategically manage your digital workload with confidence and precision.

Target Audience / This training course is suitable for:

- Professionals seeking to enhance personal and team productivity.
- Administrative staff and executive assistants.
- Project managers and coordinators.
- Marketing, sales, and human resources professionals.
- Operations managers and team leaders.
- Entrepreneurs and small business owners.
- IT professionals interested in no-code automation solutions.
- Anyone feeling overwhelmed by digital tasks and communication.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Telecommunications.
- Governmental bodies and the public sector.

Target Organizations Departments:

- Operations and Administration.
- Human Resources and Talent Management.
- Marketing and Communications.
- Sales and Business Development.
- Finance and Accounting.
- Project Management Office (PMO).
- Customer Service and Support.
- Information Technology (IT).

Course Offerings:

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

- Implement proven time management frameworks to prioritize tasks effectively.
- Design and optimize digital workflows to eliminate bottlenecks.
- Automate repetitive digital tasks using modern no-code tools.
- Master email and calendar management to reduce digital clutter.
- Apply principles of deep work to enhance focus and produce high-quality outcomes.
- Streamline team collaboration through integrated digital platforms.
- Develop a personalized productivity system for long-term success.
- Analyze and improve existing processes through automation.
- Manage digital information and knowledge bases efficiently.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply what they learn. This course moves beyond theoretical lectures to immerse attendees in a hands-on learning environment. We utilize a blend of expert-led instruction, real-world case studies, and interactive group discussions to facilitate deep understanding. A significant portion of the training is dedicated to practical workshops where participants will design and build their own automated workflows using industry-standard concepts. Collaborative exercises and peer-to-peer feedback sessions encourage knowledge sharing and problem-solving within the group. Our instructors act as facilitators, guiding participants through challenges and providing personalized coaching to address their specific workplace scenarios. The program emphasizes a "learn by doing" approach, ensuring that every concept is reinforced with a practical application. This dynamic and supportive methodology guarantees that participants leave not just with new knowledge, but with the confidence and skills to implement digital productivity and automation strategies within their organizations from day one.

Course Agenda (Course Units):

Unit One: The Foundations of Modern Digital Productivity

- The evolution of productivity in the digital age.
- Understanding the principles of "Deep Work" by Cal Newport.
- Mastering time management techniques (Pomodoro, Eisenhower Matrix).
- Setting SMART goals for professional and personal growth.
- Conducting a personal productivity audit to identify inefficiencies.
- Overcoming common productivity killers like procrastination and multitasking.
- Cultivating a mindset for continuous improvement and efficiency.

Unit Two: Mastering Task and Information Management

- Implementing the Getting Things Done (GTD) methodology.
- Advanced strategies for digital calendar and schedule management.
- Techniques for achieving "Inbox Zero" and effective email processing.
- Choosing and using the right digital note-taking applications.
- Building a personal knowledge management (PKM) system.
- Digital decluttering for files, apps, and social media.
- Leveraging task management software for team and solo projects.

Unit Three: Introduction to Workflow and Task Automation

- Understanding the core concepts of automation (triggers, actions, APIs).
- Differentiating between task automation and workflow automation.
- Exploring the landscape of no-code and low-code automation platforms.
- Identifying tasks and processes ripe for automation.
- Mapping a manual workflow before automating it.
- The ethics and security considerations of automation.
- Calculating the return on investment (ROI) of automation projects.

Unit Four: Practical Automation for Everyday Work

- Automating email sorting, filtering, and standard responses.
- Creating automated social media posting and monitoring schedules.
- Streamlining data entry between different applications.
- Building workflows for automated report generation and distribution.
- Automating meeting scheduling and follow-up processes.
- Connecting cloud storage services for seamless file management.
- Integrating project management tools with communication apps.

Unit Five: Advanced Strategies and Scaling Productivity

- Optimizing and troubleshooting existing automated workflows.
- An introduction to Business Process Automation (BPA) concepts.
- Understanding the basics of Robotic Process Automation (RPA).
- Developing a comprehensive personal productivity and automation system.
- Strategies for introducing and scaling automation within a team.
- Measuring the impact of automation on performance and efficiency.
- Future trends in productivity, AI, and workplace automation.

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:

As automation handles more routine and administrative tasks, what new core competencies must professionals develop to remain valuable and drive innovation in the workplace?

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

This course distinguishes itself by adopting a holistic and strategic approach to productivity, rather than focusing narrowly on specific software tools. While many programs teach the "how-to" of a single application, we focus on the "why" and "what" – empowering participants with a durable mindset and a transferable skillset. We integrate foundational productivity psychology, drawing from seminal works like Cal Newport's "Deep Work," with the practical, hands-on application of automation principles. This unique synthesis ensures that participants learn not just to be efficient with their current tasks, but to fundamentally redesign their work processes for long-term effectiveness. The curriculum is built around creating sustainable systems, not just offering temporary "hacks." Furthermore, the emphasis on no-code automation makes these powerful techniques accessible to all professionals, regardless of their technical background. Participants leave with a strategic framework for identifying, mapping, and automating workflows, enabling them to adapt and thrive as new technologies emerge, making the learning profoundly and enduringly impactful on their professional careers.