Digital Transformation and Workplace Automation Training Course

21 - 25 Dec 2026

Boston

7500 € (Per Person)

Ref: #PRO8422_120678

Course Introduction / Overview:

In today's rapidly evolving business landscape, digital transformation and workplace automation are no longer optional but essential for survival and growth. This course provides a comprehensive roadmap for organizations aiming to harness the power of technology to enhance efficiency, foster innovation, and secure a competitive edge. We delve into the strategic integration of digital tools and automation technologies, moving beyond mere implementation to cultivate a true digital-first culture. As highlighted by MIT's George Westerman in his influential book "Leading Digital: Turning Technology into Business Transformation," the key to success lies not in the technology itself, but in the leadership and vision that guide it. This program, offered by BIG BEN Training Center, is meticulously designed to equip leaders and professionals with the strategic foresight and practical skills needed to navigate this complex journey. Participants will explore everything from identifying key processes for automation and selecting the right technologies like RPA and AI, to managing the critical human element of change. This is a holistic A-to-Z guide to reimagining your operations for the digital age, ensuring sustainable growth and improved operational efficiency.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Senior Executives.
- Chief Information Officers (CIOs) and IT Directors.
- Operations Managers and Process Improvement Specialists.
- Human Resources (HR) Directors and Talent Managers.
- Business Transformation and Strategy Managers.
- Project and Program Managers.
- Business Analysts and Consultants.
- Department Heads and Team Leaders.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Supply Chain.
- Retail and E-commerce.
- Telecommunications and Technology.
- Government Agencies and Public Sector Organizations.
- Energy and Utilities.
- Professional Services and Consulting.

Target Organizations Departments:

- Information Technology (IT) and Digital Strategy.
- Operations and Production.
- Human Resources and Organizational Development.
- Finance and Accounting.
- Customer Service and Support.
- Strategy and Corporate Planning.
- Innovation and Research & Development (R&D).
- Marketing and Sales.

Course Offerings:

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

- Develop a robust and actionable digital transformation strategy.
- Identify and evaluate business processes suitable for automation.
- Understand the capabilities of key technologies like RPA, AI, and machine learning.
- Lead and manage organizational change associated with digital adoption.
- Build a strong business case and calculate the ROI for automation projects.
- Foster a culture of continuous innovation and digital dexterity.
- Mitigate risks related to cybersecurity and data privacy in a digital environment.
- Design employee upskilling and reskilling programs for the future workplace.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lectures to create an immersive, experiential learning environment. The course heavily utilizes case studies from leading global organizations that have successfully navigated digital transformation, allowing for deep analysis of their strategies and outcomes. Collaborative group discussions and workshops are central to our approach, encouraging participants to share insights, challenge assumptions, and solve complex problems together. Practical exercises, including process mapping and automation opportunity assessments, provide hands-on experience. Our expert instructors facilitate sessions that are rich with practical examples, industry best practices, and actionable frameworks. Continuous feedback is provided throughout the course to guide learning and development. This blended approach ensures a comprehensive understanding of both the strategic and operational aspects of digital transformation and workplace automation, empowering participants with the confidence to lead change effectively within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Digital Transformation

- The imperative of digital transformation in the modern economy.
- Distinguishing between digitization, digitalization, and digital transformation.
- Key drivers and enablers of digital disruption.
- Frameworks for assessing digital maturity within an organization.
- Aligning digital strategy with overall business objectives.
- Understanding the role of leadership in driving transformation.
- Case studies of successful and failed transformation initiatives.

Unit Two: Core Technologies of Workplace Automation

- Introduction to Robotic Process Automation (RPA) and its applications.
- Exploring the role of Artificial Intelligence (AI) and Machine Learning (ML).
- Understanding the Internet of Things (IoT) in a business context.
- The power of data analytics and business intelligence for decision-making.
- Introduction to low-code and no-code automation platforms.
- Cloud computing as a foundation for digital initiatives.
- Integrating different technologies for intelligent automation (Hyperautomation).

Unit Three: Designing and Implementing an Automation Strategy

- Conducting a process discovery and analysis workshop.
- Prioritizing processes for automation based on impact and feasibility.
- Developing a comprehensive digital transformation roadmap.
- Selecting the right automation tools and technology vendors.
- Building a business case and calculating Return on Investment (ROI).
- Agile methodologies for managing automation projects.
- Pilot projects and proof-of-concept (PoC) implementation.

Unit Four: Leading Change and Cultivating a Digital Culture

- Principles of change management for technological adoption.
- Crafting an effective communication plan for stakeholders.
- Overcoming resistance and building buy-in across the organization.
- The importance of employee experience (EX) in a digital workplace.
- Strategies for upskilling and reskilling the workforce.
- Fostering a culture of innovation, agility, and continuous learning.
- Developing digital leadership competencies at all levels.

Unit Five: Governance, Scaling, and the Future of Work

- Establishing an Automation Center of Excellence (CoE).
- Creating governance frameworks for automation projects.
- Ensuring data security and compliance in an automated environment.
- Strategies for scaling automation initiatives across the enterprise.
- Measuring the long-term impact and success of digital transformation.
- Ethical considerations of AI and automation in the workplace.
- Exploring future trends and the evolution of the smart workplace.

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 analytical tasks, what is the evolving role of human intuition and emotional intelligence in strategic business decision-making?

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

This course distinguishes itself by adopting a holistic, strategy-first perspective on digital transformation and automation, rather than focusing narrowly on specific software or tools. We emphasize that successful transformation is fundamentally a business and leadership challenge, not just a technological one. Our curriculum is uniquely structured to bridge the gap between IT and business functions, fostering a common language and shared vision for change. While other courses may teach the "how" of implementing a particular technology, we focus on the "why" and "what" why are we transforming, and what strategic goals are we trying to achieve? The program places a significant emphasis on the human side of change, dedicating substantial time to change management, cultural cultivation, and workforce development, which are often the primary reasons for failure in digital initiatives. By integrating real-world case studies, interactive strategy workshops, and leadership development modules, this course equips participants not just with technical knowledge, but with the strategic foresight and change leadership capabilities required to drive sustainable and impactful transformation within their organizations.