Digital Transformation for Administrative Professionals Training Course

07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #SA3490_258435

Course Introduction / Overview:

The contemporary administrative landscape is undergoing a profound shift, driven by rapid technological advancements and the imperative for digital transformation. This course is meticulously designed to equip administrative professionals and secretaries with the essential skills and strategic mindset needed to thrive in the modern digital workplace. Moving beyond simple software tutorials, this program delves into the core principles of digital transformation, enabling participants to become proactive agents of change within their organizations. Drawing on insights from thought leaders like George Westerman, author of "Leading Digital: Turning Technology into Business Transformation," we explore how to leverage technology not just for efficiency, but for enhanced strategic value. Participants will learn to automate workflows, manage information securely, and utilize collaborative platforms to foster seamless communication. At BIG BEN Training Center, we are committed to providing a comprehensive learning experience that transforms administrative roles from support functions into pivotal components of organizational success, ensuring every graduate is prepared for the challenges and opportunities of the future office environment.

Target Audience / This training course is suitable for:

- Administrative Assistants.
- Executive Assistants.
- Secretaries.
- Personal Assistants.
- Office Managers.
- Team Coordinators.
- Project Administrators.
- Support Staff seeking to upgrade their digital skills.
- Departmental Clerks.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Information Technology and Telecommunications.
- Government Agencies and Public Sector Organizations.
- Education and Academia.
- Consulting and Professional Services.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Non-Profit Organizations.

Target Organizations Departments:

- Administration and General Services.
- Executive Management Offices.
- Human Resources and Personnel.
- Operations and Logistics.
- Finance and Accounting.
- Sales and Marketing.
- Legal and Compliance.
- Customer Service and Support.
- Research and Development.

Course Offerings:

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

- Develop a strategic understanding of digital transformation in an administrative context.
- Master advanced features of digital collaboration and productivity suites.
- Implement workflow automation for routine administrative tasks.
- Manage digital documents and records with high efficiency and security.
- Enhance virtual communication and online meeting management skills.
- Apply fundamental cybersecurity practices to protect sensitive information.
- Utilize data management techniques to support decision-making.
- Adapt to new technologies and foster a culture of continuous improvement.
- Contribute strategically to business process improvement initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on immersive and practical learning to ensure participants can apply new skills immediately in their work environment. This course employs a blended approach, combining expert-led instruction with interactive, hands-on activities. We utilize real-world case studies to illustrate the challenges and successes of digital transformation in administrative roles. Group discussions and brainstorming sessions encourage collaborative problem-solving and the sharing of diverse perspectives. Practical workshops will allow participants to work directly with key digital tools and platforms in a guided setting. Role-playing scenarios will simulate common workplace situations, such as managing a complex digital project or handling a data security issue, thereby building confidence and practical competence. Continuous feedback from the instructor and peers is a core component, ensuring a supportive and dynamic learning journey that prioritizes skill mastery and strategic application over theoretical knowledge.

Course Agenda (Course Units):

Unit One: Foundations of the Digital Administrative Role

- The concept of digital transformation and its impact on administrative functions.
- Understanding the evolution from a traditional to a modern digital-first office.
- Key competencies for the future-ready administrative professional.
- Introduction to agile principles for administrative teams.
- Change management fundamentals for personal and team transitions.
- Assessing your current digital skill set and identifying growth areas.
- The strategic importance of the administrative role in organizational success.

Unit Two: Mastering Digital Productivity and Collaboration Tools

- Advanced calendar management and scheduling across multiple platforms.
- Leveraging cloud-based storage and file-sharing for seamless collaboration.
- Mastering virtual meeting platforms for effective online engagement.
- Utilizing project management software to track tasks and deadlines.
- Exploring collaborative document editing and version control.
- Techniques for effective digital note-taking and information organization.
- Integrating various applications to create a unified digital workspace.

Unit Three: Advanced Digital Communication and Information Management

- Crafting professional and effective digital communication and etiquette.
- Managing high-volume email and implementing inbox-zero strategies.
- Fundamentals of digital document management and electronic filing systems.
- Introduction to data privacy principles like GDPR.
- Techniques for searching, retrieving, and synthesizing digital information.
- Creating and managing shared knowledge bases and internal wikis.
- Basics of data visualization for creating simple reports and dashboards.

Unit Four: Workflow Automation and Cybersecurity Essentials

- Identifying administrative tasks suitable for automation.
- Introduction to no-code tools for automating repetitive processes.
- Creating simple automated workflows for approvals and notifications.
- Recognizing common cybersecurity threats like phishing and malware.
- Best practices for password management and secure data handling.
- Safeguarding sensitive information in a remote or hybrid work environment.
- Developing a proactive mindset for digital security and risk awareness.

Unit Five: Strategic Support and Professional Development

- Thinking strategically to anticipate executive and team needs.
- Using digital tools for basic data analysis to support decision-making.
- Managing the digital footprint of executives and departments.
- Building a professional development plan for continuous digital upskilling.
- Problem-solving complex technical and workflow challenges.
- Presenting information and reports using digital presentation tools.
- Capstone project: Designing a digital transformation initiative for an administrative process.

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 AI increasingly handles routine administrative tasks, how does the role of the administrative professional evolve from a support function to a strategic partnership?

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

This course distinguishes itself by moving beyond a surface-level tutorial of software applications. Instead, it cultivates a deep, strategic understanding of the digital-first mindset required for the modern administrative professional. While other programs may focus on the "what" and "how" of specific tools, we emphasize the "why" behind digital transformation, empowering participants to become proactive problem-solvers and agents of change. The curriculum is uniquely structured to bridge the gap between technical skill and strategic contribution, teaching professionals how to analyze workflows, identify opportunities for automation, and implement more efficient processes. We focus on building adaptable, future-proof competencies such as digital problem-solving, change management, and cybersecurity awareness, which are universally applicable regardless of the specific software an organization uses. The course fosters a holistic perspective, ensuring that participants not only master current technologies but also develop the critical thinking skills necessary to evaluate and adopt new tools and methodologies as they emerge, thereby securing their value as indispensable strategic partners in any organization.