Leading Digital Transformation in Corporate Learning Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

The landscape of corporate training is undergoing a seismic shift, driven by technological advancements and the need for a continuously skilled workforce. This course is meticulously designed to navigate this new terrain, transforming traditional training functions into dynamic, digital-first learning ecosystems. We delve into the core principles of digital transformation within Learning and Development (L&D), moving beyond mere technology adoption to foster a genuine culture of continuous learning. Drawing on insights from industry analysts like Josh Bersin and his influential concept of "Learning in the Flow of Work," this program equips participants with a strategic framework to design, implement, and manage high-impact digital learning initiatives. At BIG BEN Training Center, we provide a comprehensive roadmap for integrating cutting-edge tools like AI, learning analytics, and immersive technologies while focusing on the human element of change management. This course is not just about updating your learning management system (LMS); it is about fundamentally rethinking how learning is delivered, consumed, and measured to drive tangible business outcomes and build a future-ready organization. Participants will leave with a clear action plan to lead their organization's L&D evolution.

Target Audience / This training course is suitable for:

- Learning and Development (L&D) Managers and Professionals.
- Human Resources (HR) Directors and Business Partners.
- Chief Learning Officers (CLOs) and Chief Human Resources Officers (CHROs).
- Corporate Trainers and Instructional Designers.
- IT Professionals involved in implementing learning technologies.
- Organizational Development Specialists.
- Department Heads and Line Managers responsible for team development.
- Strategy and Transformation Leaders.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Governmental and Public Sector Organizations.
- Education and E-Learning Providers.
- Energy and Utilities.

Target Organizations Departments:

- Human Resources.
- Learning and Development / Corporate Training.
- Information Technology (IT).
- Operations Management.
- Strategic Planning and Corporate Development.
- Executive Leadership and Management.
- Talent Management and Acquisition.
- Change Management and Internal Communications.

Course Offerings:

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

- Develop a comprehensive digital learning strategy aligned with business objectives.
- Evaluate and select appropriate learning technologies, including LMS, LXP, and AI-powered tools.
- Design and implement blended learning models that combine various digital and traditional methods.
- Foster a culture of continuous and self-directed learning within the organization.
- Utilize learning analytics and data to measure the effectiveness and ROI of training initiatives.
- Lead change management processes to ensure successful adoption of new learning systems.
- Integrate microlearning, gamification, and social learning into corporate training programs.
- Create personalized learning paths to address individual skill gaps and career goals.
- Future-proof the L&D function by staying ahead of emerging trends in educational technology.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and collaborative, ensuring that participants can immediately apply their new knowledge in the workplace. We move beyond traditional lectures to create an immersive learning environment. The course heavily utilizes real-world case studies of successful and unsuccessful digital learning transformations, allowing for deep analysis and discussion. Participants will engage in group workshops to design a digital learning strategy for a hypothetical company, fostering teamwork and strategic thinking. Interactive sessions, expert-led discussions, and peer-to-peer feedback are central to our approach. We incorporate hands-on exercises for evaluating learning technologies and interpreting learning analytics dashboards. Each module concludes with a practical application segment, where participants draft components of their own organization's digital transformation plan. Our expert facilitators guide the process, providing personalized feedback and ensuring that the learning is contextualized to each participant's unique professional challenges. This blended approach ensures a rich, engaging, and impactful learning experience.

Course Agenda (Course Units):

Unit One: The Strategic Imperative for Digital Learning Transformation

- Defining digital transformation in the context of L&D.
- The evolution from traditional training to a modern learning ecosystem.
- Analyzing the impact of digital disruption on workforce skills and development.
- Identifying the key drivers and business case for L&D transformation.
- Understanding the role of L&D as a strategic business partner.
- Exploring the concept of building a continuous learning culture.
- Case study analysis of organizations leading in digital learning.

Unit Two: Architecting a Future-Ready Digital Learning Strategy

- Conducting a digital learning readiness assessment and needs analysis.
- Aligning L&D strategy with overall corporate goals and objectives.
- Developing a strategic roadmap for digital learning implementation.
- Defining key performance indicators (KPIs) and success metrics.
- Crafting a governance model for the learning ecosystem.
- Budgeting and resource allocation for digital learning initiatives.
- Stakeholder mapping and creating a communication plan.

Unit Three: The Modern Learning Technology Ecosystem

- Comparing Learning Management Systems (LMS) and Learning Experience Platforms (LXP).
- Exploring the role of Artificial Intelligence (AI) and machine learning in personalization.
- Integrating microlearning and mobile learning (m-learning) strategies.
- Leveraging social learning and collaborative knowledge-sharing platforms.
- Introduction to immersive learning with Virtual Reality (VR) and Augmented Reality (AR).
- The power of gamification to drive engagement and motivation.
- Content curation strategies and tools for on-demand learning.

Unit Four: Implementation and Fostering a Digital Learning Culture

- Managing the implementation lifecycle of new learning technologies.
- Applying change management principles for successful user adoption.
- Strategies for marketing L&D initiatives internally.
- Empowering managers to become learning champions and coaches.
- Designing employee-centric learning experiences (LX Design).
- Overcoming resistance and navigating common implementation pitfalls.
- Ensuring data privacy and cybersecurity within learning systems.

Unit Five: Measuring Impact and The Future of Corporate Learning

- Introduction to learning analytics and data-driven decision making.
- Measuring the return on investment (ROI) of digital learning.
- Using data to demonstrate the business impact of L&D.
- Exploring the future of work and its implications for reskilling and upskilling.
- Trends in adaptive learning, digital credentialing, and skill-based talent management.
- Building an agile L&D function that can adapt to change.
- Developing a personal action plan for leading digital transformation.

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 becomes more sophisticated in personalizing learning paths and curating content, what is the evolving role of human L&D professionals in fostering critical thinking and emotional intelligence, skills that AI cannot easily replicate?

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

This course distinguishes itself by adopting a holistic, strategic-level perspective on digital learning transformation, rather than focusing narrowly on specific software or technological tools. While many programs teach how to use a particular platform, we teach how to build the entire ecosystem—from strategy and culture to technology and measurement. Our curriculum is built on a foundation of proven business and change management principles, ensuring that participants learn not only what to implement but how to lead the organizational shift required for success. We emphasize the critical link between learning initiatives and tangible business outcomes, equipping participants with the skills to measure ROI and communicate the value of L&D to executive leadership. The course content is deeply practical, utilizing case studies, interactive workshops, and action planning exercises that enable participants to directly apply concepts to their own organizational context. It moves beyond buzzwords to provide a clear, actionable framework for creating a sustainable and impactful digital learning environment that truly prepares the workforce for the future.