Leading Digital Transformation in Telecommunications Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #TEL6877_285291

Course Introduction / Overview:

The global telecommunications industry is at a critical inflection point, transitioning from traditional connectivity providers to dynamic digital service enablers. This profound shift, driven by technologies like 5G, IoT, and AI, demands a new breed of leadership capable of navigating complex technological landscapes and spearheading organizational change. This course is meticulously designed to equip current and future leaders with the strategic foresight and practical skills needed to drive successful digital transformation within the telecom sector. As discussed by authors like Andrew McAfee and Erik Brynjolfsson in their work on technological progress, mastering the digital frontier is not merely about adopting new tools but about reimagining business models, customer engagement, and operational efficiency. BIG BEN Training Center has developed this immersive program to bridge the gap between technological potential and strategic implementation. Participants will explore the core pillars of digital transformation, from network virtualization and cloud adoption to fostering a culture of innovation, ensuring they can lead their organizations to thrive in the competitive digital era.

Target Audience / This training course is suitable for:

- Telecommunications Executives and Senior Managers.
- Heads of Strategy and Business Development.
- Technology and Innovation Leaders.
- Network Operations and Engineering Managers.
- Product and Marketing Directors.
- IT and Digital Transformation Project Managers.
- Regulatory and Policy Advisors.
- Emerging leaders and high-potential employees in the telecom sector.

Target Sectors and Industries:

- Mobile Network Operators (MNOs).
- Fixed-line Telecommunication Providers.
- Internet Service Providers (ISPs).
- Satellite Communications Companies.
- Telecommunication Infrastructure and Tower Companies.
- Cloud Service Providers.
- Governmental and regulatory bodies overseeing telecommunications.
- Technology vendors and suppliers to the telecom industry.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategy and Corporate Planning.
- Technology and Network Operations.
- Information Technology (IT).
- Product Development and Management.
- Marketing and Sales.
- Customer Experience and Service Delivery.
- Human Resources and Organizational Development.
- Regulatory Affairs and Compliance.

Course Offerings:

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

- Develop a comprehensive digital transformation strategy tailored to the telecommunications landscape.
- Evaluate the strategic impact of key technologies like 5G, IoT, AI, and cloud computing.
- Lead organizational change and foster a culture of continuous innovation.
- Master agile methodologies for rapid product development and service deployment.
- Enhance customer experience through digital channels and data-driven insights.
- Navigate the complex regulatory and cybersecurity challenges in the digital era.
- Formulate new business models and revenue streams beyond traditional connectivity.
- Analyze data effectively to inform strategic decision-making and operational improvements.

Course Methodology:

The training methodology for this course is designed to be highly interactive, practical, and engaging, ensuring participants can translate theoretical knowledge into actionable strategies. At BIG BEN Training Center, we believe in learning by doing. The program heavily emphasizes real-world case studies of leading telecommunication companies that have successfully navigated digital transformation, allowing for in-depth analysis of their strategies, successes, and failures. The course incorporates a blend of expert-led presentations, interactive group discussions, and collaborative workshops where participants tackle complex industry challenges. Team-based exercises will simulate strategic planning sessions, encouraging peer-to-peer learning and the exchange of diverse perspectives. Participants will receive continuous feedback from the instructor and peers, fostering a dynamic and supportive learning environment. This hands-on approach ensures that leaders leave the course not just with new knowledge, but with the confidence and tools to implement meaningful change within their own organizations.

Course Agenda (Course Units):

Unit One: The Digital Telecom Revolution

- The Evolving Telecommunications Landscape.
- Understanding Digital Disruption and its Impact on Telcos.
- The Imperative for Digital Transformation.
- Key Drivers: 5G, IoT, AI, and Cloud Computing.
- From Communication Service Provider (CSP) to Digital Service Provider (DSP).
- Analyzing the Competitive Environment and New Market Entrants.
- Leadership Mindset for the Digital Age.

Unit Two: Core Technologies and Strategic Implementation

- Strategic Implications of 5G Network Deployment.
- Leveraging the Internet of Things (IoT) for New Revenue Streams.
- Implementing AI and Machine Learning in Network Operations and Customer Service.
- Cloud Adoption Strategies: Public, Private, and Hybrid Models.
- Network Function Virtualization (NFV) and Software-Defined Networking (SDN).
- The Role of Edge Computing in Future Telecom Architectures.
- Building a Cohesive Technology and Business Strategy.

Unit Three: Transforming Business Models and Customer Experience

- Developing New Digital Business Models.
- Creating and Managing Digital Ecosystems and Partnerships.
- Reimagining the Customer Journey in a Digital-First World.
- Utilizing Big Data and Analytics for Personalized Services.
- Strategies for Monetizing Data and Digital Services.
- Implementing Agile and DevOps Methodologies in a Telco Environment.
- Measuring the ROI of Digital Transformation Initiatives.

Unit Four: Leading Organizational and Cultural Change

- The Leader's Role in Driving Digital Transformation.
- Building a Culture of Innovation and Agility.
- Managing Resistance and Leading Change Management Processes.
- Developing Digital Skills and Talent within the Organization.
- Breaking Down Silos for Cross-Functional Collaboration.
- Effective Communication Strategies for Transformation.
- Fostering an Experimental, Fail-Fast-and-Learn Environment.

Unit Five: Governance, Security, and Future Horizons

- Navigating the Evolving Regulatory and Compliance Landscape.
- Developing a Robust Cybersecurity Strategy for Digital Infrastructure.
- Data Privacy and Governance in the Age of Big Data.
- Sustainable Practices and Green Technology in Telecommunications.
- Exploring Future Trends: 6G, Quantum Computing, and Beyond.
- Building a Resilient and Future-Proof Telecom Organization.
- Capstone Project: Developing a Digital Transformation Roadmap.

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:

Reflection Question: As telecom leaders shift their organizations towards becoming agile digital service providers, how can they effectively manage the cultural friction between the traditional, engineering-focused mindset and the new, software-driven, customer-centric approach?

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

This course distinguishes itself by offering a holistic and integrated perspective that uniquely blends deep technological insight with strategic leadership development, specifically contextualized for the telecommunications industry. Unlike generic digital transformation programs, every module, case study, and discussion are tailored to the specific challenges and opportunities facing Mobile Network Operators, ISPs, and other telecom players. We move beyond a superficial overview of technologies like 5G and AI, focusing instead on their strategic business implications and the leadership required to monetize these investments effectively. The curriculum emphasizes the "how" of transformation leading cultural change, restructuring organizations for agility, and fostering innovation—which are often the biggest hurdles to success. Furthermore, the program is forward-looking, equipping leaders not only to manage current disruptions but also to anticipate and strategize for future trends, ensuring their organizations build sustainable, long-term competitive advantages in the rapidly evolving digital ecosystem.