

# Digital Transformation Strategy: Navigating Business Change

IT & IT Engineering  
Casablanca (Morocco)  
14 - 18 Jul 2025

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## Digital Transformation Strategy: Navigating Business Change

**Ref:** 321476\_140258 **Date:** 14 - 18 Jul 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

### Course Description

This intensive 5-day course equips leaders with the knowledge and tools to drive digital transformation in their organizations. Participants will learn to assess digital opportunities, develop strategic plans, and lead change initiatives. The course combines theoretical frameworks with practical case studies to provide a comprehensive understanding of digital transformation.

### Learning Objectives

- Understand the impact of digital disruption on business models and industries
- Develop strategies for creating and capturing value through digital transformation
- Learn to design customer-centric operating models for the digital age
- Master techniques for leading organizational change and workforce transformation
- Gain insights into reinventing value chains for growth in the digital era
- Acquire skills to measure and optimize digital transformation initiatives

### Course Modules

#### Day 1: Understanding Digital Disruption

- The digital revolution and its impact on business
- Assessing digital maturity and readiness
- Identifying digital opportunities and threats
- Case studies of successful digital transformations

#### Day 2: Value Creation and Capture in Digital Transformation

- Digital business models and value propositions
- Data-driven decision making and analytics
- Platform strategies and network effects
- Monetization strategies in the digital economy

#### Day 3: Customer-Centric Operating Models

- Designing digital customer experiences
- Omnichannel strategies and touchpoints
- Personalization and customer data management
- Agile and lean methodologies for digital operations

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

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## Day 4: Reinventing Value Chains for Growth

- Digital supply chain management
- Ecosystem partnerships and collaborations
- Innovation management in the digital age
- Scaling digital initiatives across the organization

## Day 5: Leading Digital Transformation

- Change management for digital initiatives
- Building digital capabilities and culture
- Workforce transformation and upskilling
- Measuring and optimizing digital transformation ROI

## Practical Wins for Participants

- Develop a digital transformation roadmap for your organization
- Create a framework for assessing and prioritizing digital initiatives
- Design a customer journey map for a key digital touchpoint
- Craft a change management plan for a specific digital transformation project

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