Digital Transformation Strategy: Navigating Business Change

22 – 26 March 2027
Kigali (Rwanda)



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Why This Course

Digital disruption is reshaping industries at an unprecedented pace. Business models are evolving, customer expectations are rising, and organizations that fail to adapt risk losing relevance in increasingly competitive markets.

Digital transformation is no longer a technology initiative—it is a strategic imperative. Leaders must understand how to harness digital capabilities, redesign operating models, and drive cultural change across the organization.

This intensive 1-week program equips leaders with the strategic insight and practical tools required to lead successful digital transformation initiatives. Blending proven frameworks with real-world case studies, the course provides a structured approach to creating sustainable value in the digital era.

What You'll Learn and Practice

By joining this program, you will:

- Analyze the impact of digital disruption on industries and business models
- Identify and prioritize digital transformation opportunities
- Design value-creating digital business models
- Develop customer-centric operating strategies
- Reinvent value chains to support innovation and growth
- Lead organizational change and workforce transformation
- Measure and optimize the return on digital transformation initiatives

The Program Flow

Day 1: Understanding Digital Disruption

- The digital revolution and its business implications
- Assessing organizational digital maturity
- Identifying digital opportunities and competitive threats
- Lessons from successful transformation case studies



Day 2: Value Creation and Capture

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

Day 3: Customer-Centric Operating Models

- Designing seamless digital customer experiences
- Omnichannel strategy development
- Personalization and effective customer data management
- Applying agile and lean methodologies in digital operations

Day 4: Reinventing Value Chains for Growth

- Digitizing supply chain and operational processes
- Building ecosystem partnerships and strategic collaborations
- Driving innovation in a digital environment
- Scaling digital initiatives across business units

Day 5: Leading Digital Transformation

- Change management strategies for digital initiatives
- Building digital capabilities and fostering an innovation culture
- Workforce transformation and upskilling strategies
- Measuring performance and optimizing digital ROI

Individual Impact

Participants will leave the program with:

- A structured framework for leading digital transformation
- Greater confidence in shaping digital strategy
- Practical tools for redesigning customer journeys and business models
- Enhanced leadership skills for managing change
- Clear metrics for evaluating digital success

Organizational Impact

Organizations will benefit through:



- Clearer digital strategy alignment with business goals
- Improved innovation and competitive positioning
- Stronger customer engagement and experience
- More agile and digitally enabled operating models
- Measurable improvement in digital investment performance

Training Methodology

This program emphasizes practical application through:

- Interactive strategy workshops
- Real-world case studies across industries
- Group exercises on digital roadmap design
- Customer journey mapping simulations
- Change management scenario planning

Beyond the Course

Upon completion, participants will be prepared to:

- Develop and implement a comprehensive digital transformation roadmap
- Align digital initiatives with strategic business objectives
- Lead cross-functional digital projects confidently
- Drive cultural and organizational change
- Sustain long-term growth through continuous digital innovation

This program provides a practical and strategic foundation for leaders committed to driving meaningful digital transformation and building future-ready organizations.

