Digital Transformation Strategy: Driving Business Innovation

6 – 10 June 2027
Tunis (Tunisia)



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Why This Course

In today's fast-changing business environment, digital transformation has become essential for organizations seeking to remain competitive, agile, and future-ready. It is no longer limited to technology adoption alone. It requires strategic direction, leadership commitment, cultural readiness, and the ability to translate digital opportunities into measurable business value. Organizations that approach transformation effectively are better positioned to improve performance, respond to disruption, and create sustainable growth.

This comprehensive 1-week course equips leaders with the knowledge and tools to develop and implement effective digital transformation strategies. Participants will explore key technologies, change management principles, and innovation frameworks to drive organizational growth and competitiveness in the digital age.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamentals of digital transformation and its impact on business.
- Develop a strategic roadmap for digital transformation initiatives.
- Master key technologies and their applications in business contexts.
- Learn change management techniques for successful implementation.
- Explore innovation frameworks to drive continuous improvement.

The Program Flow

Day 1: Foundations of Digital Transformation

- Understanding digital transformation and its business impact.
- Key drivers and trends in the digital landscape.
- Assessing organizational digital maturity.
- Identifying transformation opportunities and challenges.

Day 2: Developing a Digital Transformation Strategy

- Creating a vision and roadmap for digital transformation.
- Aligning digital initiatives with business objectives.
- Prioritizing and sequencing transformation efforts.
- Building a business case for digital investments.



Day 3: Leveraging Key Technologies

- Exploring AI, machine learning, and data analytics.
- Understanding cloud computing and IoT applications.
- Blockchain and its potential business uses.
- Emerging technologies and their impact on industries.

Day 4: Leading Change and Innovation

- Change management principles for digital transformation.
- Fostering a culture of innovation and agility.
- Developing digital talent and capabilities.
- Overcoming resistance and driving adoption.

Day 5: Implementation and Continuous Improvement

- Executing digital transformation initiatives.
- Measuring success and ROI of digital efforts.
- Iterating and scaling transformation programs.
- Future-proofing your digital strategy.

Individual Impact

- Strengthen your understanding of digital transformation and its strategic importance.
- Enhance your ability to build practical roadmaps for digital initiatives.
- Develop stronger leadership skills for managing change and innovation.
- Gain practical insight into using technology to support business growth and long-term competitiveness.

Work Impact

- Improve the organization’s ability to identify and prioritize digital opportunities.
- Strengthen alignment between digital initiatives and business objectives.
- Support more effective change management and digital adoption across teams.
- Enhance innovation, agility, and long-term organizational resilience.

Training Methodology

This program integrates strategic thinking, technology awareness, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on digital transformation and business innovation.
- Practical exercises in roadmap development and initiative prioritization.
- Interactive workshops on emerging technologies and digital strategy.
- Group discussions on change management, culture, and adoption challenges.



• Frameworks and tools for planning, implementing, and scaling digital transformation.

Beyond the Course

Upon completion, participants will be better equipped to lead digital transformation with greater clarity, confidence, and strategic direction. They will return ready to:

• Build and apply stronger digital transformation strategies.
• Align technology initiatives more effectively with business goals.
• Lead change and encourage wider digital adoption across the organization.
• Support continuous innovation and long-term digital growth.

