Digital Transformation Strategy: Innovate in Geneva

9 – 13 August 2027
Rome (Italy)



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Ref: 322279_193944 **Date:** 9 – 13 August 2027 **Location:** Rome (Italy) **Fees:** 5200 GBP

Why This Course

In today's fast-changing business environment, digital transformation is no longer a future initiative. It is a strategic necessity for organizations that want to remain competitive, responsive, and innovative. Leaders are expected not only to understand emerging technologies, but also to connect them to business value, guide organizational change, and build the capabilities needed to thrive in a digital-first world.

This intensive 1-week course equips leaders with the knowledge and tools to develop and implement effective digital transformation strategies. Participants will explore the latest digital technologies, business models, and change management techniques. Through case studies and hands-on exercises, attendees will learn to drive innovation and lead their organizations through digital disruption.

What You'll Learn and Practice

By joining this program, you will:

- Understand the key drivers and components of digital transformation.
- Develop a comprehensive digital transformation strategy for your organization.
- Learn to leverage emerging technologies to create competitive advantage.
- Master change management techniques for successful digital initiatives.
- Explore innovative business models and customer-centric approaches.
- Cultivate a digital-first culture within your organization.

The Program Flow

Day 1: Foundations of Digital Transformation

- Understanding digital disruption and its impact.
- Key technologies driving digital transformation.
- Assessing digital maturity and readiness.
- Building a digital transformation roadmap.

Day 2: Digital Business Models and Innovation

- Exploring innovative digital business models.
- Design thinking and customer-centric approaches.
- Data-driven decision making and analytics.
- Open innovation and ecosystem strategies.



Day 3: Technology Integration and Implementation

- Cloud computing and infrastructure modernization.
- Artificial intelligence and machine learning applications.
- Internet of Things and connected devices.
- Blockchain and distributed ledger technologies.

Day 4: Leading Digital Change

- Cultivating a digital-first organizational culture.
- Change management for digital transformation.
- Agile methodologies and project management.
- Talent acquisition and upskilling for the digital age.

Day 5: Strategy Execution and Measurement

- Developing key performance indicators for digital initiatives.
- Risk management in digital transformation.
- Scaling digital innovations across the organization.
- Continuous improvement and adaptation strategies.

Individual Impact

- Strengthen your ability to understand and lead digital transformation initiatives with confidence.
- Enhance your skills in connecting technology, innovation, and business strategy.
- Build stronger change management and leadership capabilities for digital environments.
- Gain practical insight into fostering a digital-first mindset and culture.

Work Impact

- Improve the organization's ability to plan and execute digital transformation effectively.
- Strengthen alignment between digital initiatives and business objectives.
- Support greater innovation, agility, and customer-focused decision-making.
- Enhance long-term competitiveness through stronger digital capabilities and execution.

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, digital assessment, and strategic planning.
- Interactive workshops on emerging technologies and digital business models.
- Group discussions on change management, culture, and implementation challenges.
- Frameworks and tools for leading, measuring, and sustaining 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:

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

