

Digital Transformation and Innovation: Strategies for Success

1 – 5 August 2027
Tunis (Tunisia)

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Why This Course

Digital transformation is no longer a future ambition. It is a business priority that shapes competitiveness, customer experience, operational efficiency, decision-making, and long-term growth. Organizations that successfully adapt to digital change are better positioned to innovate, respond to market shifts, and create new value.

However, digital transformation is not only about adopting new technologies. It requires strategic alignment, leadership commitment, data-driven thinking, cultural change, and the ability to turn digital initiatives into measurable business outcomes.

This intensive 5-day course equips leaders and professionals with the knowledge, tools, and practical skills needed to drive digital transformation and foster innovation within their organizations. Through strategic frameworks, case studies, technology insights, practical exercises, and roadmap development, participants will learn how to lead digital initiatives with clarity, confidence, and impact.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamentals of digital transformation and its impact on business models.
- Explore the digital business landscape and current industry trends.
- Assess organizational digital maturity and readiness.
- Identify key drivers, challenges, and success factors of digital transformation.
- Explore emerging technologies such as AI, IoT, blockchain, automation, and analytics.
- Apply innovation frameworks, design thinking, and agile practices.
- Use data and analytics to support better decision-making.
- Understand data governance, data management, and data-driven culture.
- Lead and manage digital transformation initiatives effectively.
- Build cross-functional teams for digital projects.
- Apply change management strategies for digital adoption.
- Develop a digital transformation roadmap aligned with business strategy.
- Measure success, ROI, and long-term impact of digital initiatives.

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

The Program Flow

Day 1: Foundations of Digital Transformation

- Introduction to digital transformation concepts.
- Understanding digital transformation as a strategic business shift.
- The digital business landscape and industry trends.
- How digital transformation changes business models, customer experience, and operations.
- Assessing organizational digital maturity.
- Key drivers and challenges of digital transformation.
- Practical exercise: Conducting a digital maturity and readiness assessment.

Day 2: Emerging Technologies and Innovation

- Overview of disruptive technologies, including AI, IoT, blockchain, automation, and cloud solutions.
- Understanding how emerging technologies create business value.
- Innovation frameworks and methodologies.
- Design thinking for customer-centered innovation.
- Agile practices for faster experimentation and delivery.
- Case studies of successful digital innovations.
- Workshop: Identifying innovation opportunities using emerging technologies.

Day 3: Data-Driven Decision Making

- Big data and analytics in digital transformation.
- Turning data into insight, action, and business value.
- Data governance and management strategies.
- Predictive analytics and machine learning applications.
- Building trust in data and improving data quality.
- Creating a data-driven culture across teams and functions.
- Practical exercise: Designing a data-driven decision-making approach for a business challenge.

Day 4: Digital Leadership and Change Management

- Leading digital transformation initiatives.
- The role of leaders in shaping digital vision and adoption.
- Building and managing cross-functional digital teams.
- Change management strategies for digital adoption.
- Overcoming resistance and uncertainty during transformation.
- Fostering a digital mindset, agility, and continuous learning.
- Role play: Communicating and leading a digital change initiative.

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A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a black pawn nearby. The board is white and grey, and there are concentric circles in the background.

Day 5: Implementing Digital Transformation

- Developing a digital transformation roadmap.
- Prioritizing digital initiatives based on value, feasibility, and readiness.
- Aligning digital initiatives with business strategy.
- Defining owners, milestones, resources, risks, and success measures.
- Measuring success and ROI of digital initiatives.
- Future trends and continuous innovation.
- Final activity: Presenting a customized digital transformation roadmap.

Individual Impact

- Strengthen your understanding of digital transformation from a strategic perspective.
- Improve your ability to identify technology-enabled innovation opportunities.
- Build confidence in leading digital initiatives and cross-functional teams.
- Enhance data-driven decision-making skills.
- Gain practical tools for managing digital change and overcoming resistance.
- Develop a roadmap that can be applied to your organizational context.

Work Impact

- Improve alignment between digital initiatives and business objectives.
- Strengthen innovation capability and digital readiness.
- Support better use of emerging technologies for competitive advantage.
- Improve decision-making through data and analytics.
- Increase adoption of digital initiatives through effective change leadership.
- Build a culture that supports agility, experimentation, and continuous innovation.

Training Methodology

This program combines strategic digital transformation concepts with practical workplace application. Participants will explore technologies, frameworks, and implementation tools through real-world examples and hands-on activities. Learning methods include:

- Interactive discussions and guided facilitation.
- Digital transformation case studies.
- Digital maturity assessment exercises.
- Emerging technology and innovation opportunity workshops.
- Design thinking and agile practice activities.
- Data-driven decision-making exercises.
- Change leadership and communication scenarios.
- Roadmap development, peer feedback, and practical action planning.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

Beyond the Course

Upon completion, participants will be ready to lead digital transformation and innovation initiatives with greater structure, confidence, and strategic focus. They will return prepared to:

- Develop a customized digital transformation roadmap.
- Identify emerging technology opportunities aligned with business needs.
- Use innovation tools to design practical digital solutions.
- Lead and manage digital change initiatives effectively.
- Promote data-driven decision-making across teams.
- Build a stronger digital culture that supports innovation, agility, and sustainable growth.

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