

Leading Digital Transformation and Innovation Masterclass

12 – 16 July 2027
Amsterdam (Netherlands)

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Why This Course

Digital transformation has become a strategic priority for organizations that want to remain competitive, agile, and relevant in a rapidly changing business environment. New technologies, shifting customer expectations, data-driven competition, and evolving market models are changing how organizations operate, deliver value, and grow.

Successful digital transformation is not only about adopting technology. It requires strong leadership, clear strategy, innovation culture, digital talent, data-driven decision-making, and the ability to manage change across people, processes, and systems.

This intensive 5-day course equips leaders with the knowledge, frameworks, and practical tools needed to drive digital transformation and foster innovation within their organizations. Through case studies, interactive exercises, maturity assessments, technology evaluation tools, and roadmap development, participants will learn how to lead digital initiatives that create measurable business value and sustainable competitive advantage.

What You'll Learn and Practice

By joining this program, you will:

- Understand the key drivers and components of digital transformation.
- Explore the digital landscape and its impact on business models, operations, and customer experience.
- Identify key technologies driving transformation, including data analytics, AI, automation, cloud, IoT, and digital platforms.
- Assess organizational digital maturity and readiness.
- Build a compelling business case for digital transformation.
- Develop strategies for fostering innovation, experimentation, and digital adoption.
- Apply design thinking, agile methods, and open innovation approaches.
- Identify and evaluate emerging technologies and market opportunities.
- Lead change and overcome resistance during digital implementation.
- Develop digital talent, capabilities, and a digital-first mindset.
- Use data analytics and AI to support strategic decision-making.
- Address ethical considerations in data and AI implementation.
- Create a practical digital transformation roadmap tailored to organizational needs.

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The Program Flow

Day 1: Foundations of Digital Transformation

- Understanding the digital landscape and its impact on business.
- How digital transformation changes strategy, operations, customer experience, and value creation.
- Key technologies driving digital transformation.
- Assessing organizational digital maturity.
- Identifying digital readiness gaps and transformation priorities.
- Building a compelling case for digital transformation.
- Practical exercise: Conducting a digital maturity assessment.

Day 2: Innovation Strategies in the Digital Age

- Fostering a culture of innovation and experimentation.
- Encouraging creativity, learning, and calculated risk-taking.
- Design thinking for customer-centered innovation.
- Agile methodologies for rapid testing and delivery.
- Open innovation and ecosystem collaboration.
- Balancing incremental and disruptive innovation.
- Workshop: Designing an innovation approach for a digital opportunity.

Day 3: Leading Change and Digital Adoption

- Change management strategies for digital initiatives.
- Understanding the human side of digital transformation.
- Overcoming resistance and building buy-in.
- Communicating digital change with clarity and influence.
- Developing digital talent and capabilities.
- Creating a digital-first mindset across the organization.
- Practical exercise: Building a digital adoption and change management plan.

Day 4: Data-Driven Decision Making and AI

- Leveraging data analytics for strategic insights.
- Turning data into better decisions, stronger performance, and new opportunities.
- Introduction to AI and machine learning applications.
- Practical business uses of AI across functions and industries.
- Ethical considerations in data and AI implementation.
- Building data-driven organizations.
- Workshop: Creating a framework for evaluating data and AI initiatives.

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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 gold pawn nearby. The board is white and grey, and there are concentric circles in the background.

Day 5: Digital Transformation Roadmap and Execution

- Developing a comprehensive digital transformation strategy.
- Prioritizing and sequencing digital initiatives.
- Aligning digital investments with business strategy and value creation.
- Measuring success and ROI of digital investments.
- Sustaining digital transformation momentum.
- Creating governance, accountability, and continuous improvement mechanisms.
- Final activity: Presenting a customized digital transformation roadmap.

Individual Impact

- Strengthen your understanding of digital transformation from a leadership perspective.
- Improve your ability to assess digital maturity and identify transformation priorities.
- Build confidence in evaluating emerging technologies and digital investments.
- Enhance your change leadership and digital adoption capabilities.
- Develop stronger data-driven decision-making skills.
- Gain practical tools for leading innovation and transformation initiatives.

Work Impact

- Improve alignment between digital initiatives and organizational strategy.
- Strengthen innovation culture and digital readiness.
- Increase adoption of digital tools, systems, and ways of working.
- Improve decision-making through data, analytics, and AI-enabled insights.
- Support better prioritization and ROI evaluation for digital investments.
- Build long-term transformation momentum and sustainable competitive advantage.

Training Methodology

This program combines strategic insight with practical application to help leaders move from digital ambition to execution. Learning methods include:

- Interactive discussions and guided facilitation.
- Digital transformation case studies and best practices.
- Digital maturity assessment exercises.
- Emerging technology evaluation activities.
- Design thinking and agile innovation workshops.
- Change management and adoption planning scenarios.
- Data analytics and AI business application exercises.
- Roadmap development, peer feedback, and practical action planning.

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.

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Beyond the Course

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

- Develop a customized digital transformation roadmap.
- Use a toolkit for assessing and improving organizational digital maturity.
- Foster a culture of innovation, experimentation, and digital adoption.
- Evaluate and implement emerging technologies more effectively.
- Lead change and build buy-in for digital initiatives.
- Sustain transformation momentum through governance, measurement, and continuous improvement.

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