BLACKBIRD FOR TRAINING

Blockchain Strategy Programme: Transforming Business Models

20 – 24 December 2026
Jeddah (KSA)



Blockchain Strategy Programme: Transforming Business Models

Ref: 322766_237155 **Date:** 20 – 24 December 2026 **Location:** Jeddah (KSA) **Fees:** 4200 GBP

Course Description

This intensive 1-week Blockchain Strategy Programme equips business leaders with the knowledge and tools to leverage blockchain technology for strategic advantage. Participants will explore blockchain fundamentals, use cases across industries, implementation strategies, and future trends. Through expert-led sessions and hands-on workshops, attendees will develop the skills to drive blockchain innovation in their organizations.

Learning Objectives

- Understand blockchain technology fundamentals and its potential impact on business models
- Analyze blockchain use cases and applications across various industries
- Develop strategies for implementing blockchain solutions in your organization
- Evaluate the legal, regulatory, and ethical implications of blockchain adoption
- Identify opportunities for blockchain-driven innovation and value creation
- Create a roadmap for blockchain integration aligned with business objectives

Course Modules

Day 1: Blockchain Fundamentals and Ecosystem

- Introduction to blockchain technology and its evolution
- Blockchain architecture, consensus mechanisms, and cryptography
- The blockchain ecosystem: key players and stakeholders
- Cryptocurrencies and tokenization

Day 2: Blockchain Use Cases and Industry Applications

- Financial services and decentralized finance DeFi
- Supply chain and logistics
- Healthcare and pharmaceuticals
- Government and public sector



Day 3: Blockchain Strategy and Business Model Innovation

- Blockchain's impact on existing business models
- Developing a blockchain strategy framework
- Assessing blockchain opportunities and threats
- Building a blockchain-enabled value proposition

Day 4: Blockchain Implementation and Governance

- Blockchain project planning and execution
- Technical considerations and platform selection
- Governance models for blockchain networks
- Change management and organizational readiness

Day 5: Future of Blockchain and Strategic Roadmapping

- Emerging trends: AI, IoT, and blockchain convergence
- Regulatory landscape and compliance considerations
- Ethical implications of blockchain technology
- Developing a strategic roadmap for blockchain adoption

Practical Wins for Participants

- A comprehensive blockchain strategy framework tailored to your organization
- A portfolio of blockchain use cases relevant to your industry
- A strategic roadmap for blockchain implementation and value creation
- A network of blockchain experts and peers for ongoing collaboration

