

Digital Transformation Strategy

DURATION	DELIVERY	LANGUAGE	DATES	LOCATION	INVESTMENT
5 Days (40 Hours)	hybrid - online - in person	english - arabic - bilingual	14 December 2026 - 18 December 2026	Marrakesh	EUR 4,300

COURSE OVERVIEW

Digital Transformation Strategy provides a structured approach to turning digital and AI opportunities into a coherent transformation agenda. The program examines changing customer expectations, digital business models, data and technology capabilities, operating-model choices, and the organizational conditions required for transformation. Participants assess digital maturity, identify strategic priorities, build a sequenced transformation portfolio, and develop a practical roadmap that connects investments, capabilities, governance, change, and measurable business outcomes.

LEARNING OBJECTIVES

- Assess the forces driving digital and AI-enabled disruption in an industry or organization.
- Evaluate digital maturity across strategy, customer experience, data, technology, operations, and culture.
- Define a transformation ambition linked to competitive advantage and measurable business value.
- Prioritize transformation initiatives using value, feasibility, dependency, and risk criteria.
- Design governance, capability, and change mechanisms that support execution.
- Build a sequenced digital transformation roadmap with ownership, milestones, and performance measures.

DETAILED COURSE OUTLINE

Day 1 — Digital Disruption and Transformation Ambition

- Examine how digital technologies and AI reshape customers, competitors, and value chains.
- Distinguish digitization, digitalization, and enterprise transformation.
- Identify strategic threats, opportunities, and emerging business models.
- Define the business outcomes transformation must achieve.
- Formulate a clear transformation ambition aligned with corporate strategy.

Day 2 — Digital Maturity and Strategic Priorities

- Assess maturity across customer, operations, data, technology, talent, and culture.
- Identify capability gaps that constrain transformation.
- Analyze customer journeys and operational pain points for digital opportunity.
- Prioritize value pools and strategic transformation themes.
- Establish a fact base for investment and sequencing decisions.

Day 3 — Designing the Transformation Portfolio

- Convert strategic priorities into initiatives and workstreams.
- Evaluate initiatives by value, feasibility, dependency, risk, and time to impact.
- Balance foundational capabilities with visible business wins.
- Examine platform, data, automation, and AI investment choices.
- Build a coherent portfolio rather than a collection of disconnected projects.

Day 4 — Operating Model, Governance and Change

- Define sponsorship, ownership, funding, and decision rights.
- Select governance mechanisms for portfolio oversight and rapid decisions.
- Align technology delivery with business ownership and cross-functional execution.
- Address culture, skills, resistance, and new ways of working.
- Design performance measures and transformation review routines.

Day 5 — Building and Stress-Testing the Roadmap

- Sequence initiatives around dependencies, capability building, and value delivery.
- Define milestones, resources, accountable owners, and decision gates.
- Establish transformation KPIs and benefits-realization measures.
- Test the roadmap against execution risks and changing assumptions.
- Produce a practical digital and AI transformation roadmap for leadership alignment.