

DIGITAL TRANSFORMATION BUSINESS STRATEGY

“Drive Innovation and Competitive Advantage through Digital Leadership and Enterprise-Wide Strategy”

Schedule

Date	Venue	Fees (Face-to-Face)
09 - 13 Feb 2026	Dubai - UAE	USD 3495 per delegate

Introduction

Digital transformation is no longer optional—it is a strategic imperative. For organizations seeking to remain competitive and customer-centric, developing a comprehensive digital transformation strategy is key to unlocking new value, improving efficiency, and enabling innovation across business models, operations, and customer experiences.

This 5-day executive-level program equips leaders with the frameworks, tools, and insight to design and implement an effective digital transformation strategy. It bridges business strategy with enabling technologies such as AI, cloud, analytics, and automation. Through practical workshops and case studies, participants will learn to align digital investments with strategic goals, lead change, and build digital capability at scale.

Objectives

By the end of this course, participants will be able to:

- Understand digital transformation as a strategic and cultural shift
- Identify digital trends and disruptions reshaping industries
- Develop a business-aligned digital transformation roadmap
- Prioritize technology investments that support strategic goals
- Lead organizational change and digital adoption
- Measure the impact of digital initiatives with performance KPIs

Why Attend

- Move beyond buzzwords to practical, actionable transformation strategy
- Learn from real-world digital transformation case studies and failures
- Discover how to align business, people, processes, and technology
- Gain tools to lead digital change and drive innovation
- Benchmark your organization's digital maturity and build a roadmap

Target Audience

This program is designed for:

- Senior executives and business leaders
- Strategy, innovation, and transformation directors
- CIOs, CTOs, and digital officers
- Business unit heads and operational leaders
- Change management and performance improvement professionals

Individual Benefits

Key competencies that will be developed include:

- Digital strategy development and execution
- Organizational alignment and transformation leadership
- Understanding of emerging technologies and digital trends
- Change leadership and stakeholder engagement
- Digital performance tracking and measurement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Clear digital vision and aligned strategic roadmap
- Improved ROI from digital investments
- Increased innovation capability and speed-to-market
- Better customer engagement through digital experiences
- Strengthened competitive position and future readiness

Instructional Methodology

The course combines strategic theory with business application:

- Executive Briefings - Models, frameworks, and transformation trends
- Case Studies - Digital successes and failures from global enterprises
- Workshops - Roadmap design, opportunity assessment, and stakeholder mapping
- Peer Exchange - Sector insights and cross-industry collaboration
- Tools - Maturity models, scorecards, and transformation plan templates

Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Understanding Digital Transformation

- Module 1: What Is Digital Transformation? (07:30 - 09:30) • Strategic vs. operational transformation • Digital vs. digitization vs. innovation
- Module 2: Disruption and Emerging Technology Trends (09:45 - 11:15) • AI, IoT, blockchain, cloud, RPA - business impacts and risks
- Module 3: Assessing Digital Readiness (11:30 - 01:00) • Digital maturity models and capability gap analysis
- Module 4: Workshop - Digital Diagnostic & Gap Mapping (02:00 - 03:30) • Teams assess and map current vs. desired digital state

Day 2: Strategy Development and Alignment

- Module 1: Strategic Planning for Digital Initiatives (07:30 - 09:30) • Vision, drivers, value creation, and prioritization
- Module 2: Customer-Centric and Data-Driven Strategy (09:45 - 11:15) • Customer journey mapping and digital service design
- Module 3: Technology Portfolio Planning (11:30 - 01:00) • Aligning IT architecture and tools with business goals
- Module 4: Workshop - Define a Digital Transformation Roadmap (02:00 - 03:30) • Participants develop a 12-24 month strategy roadmap

Day 3: Organizational Design and Change Enablement

- Module 1: Leading Digital Culture and Agility (07:30 - 09:30) • Leadership, mindset, governance, and accountability
- Module 2: Change Management for Transformation (09:45 - 11:15) • Change readiness, communications, resistance management
- Module 3: Talent and Capability Development (11:30 - 01:00) • Future skills, reskilling programs, digital talent pipeline
- Module 4: Workshop - Stakeholder and Change Mapping (02:00 - 03:30) • Teams develop a stakeholder impact and engagement plan

Day 4: Implementation, Risks & Technology Execution

- Module 1: Scaling Digital Across the Enterprise (07:30 - 09:30) • Agile delivery, pilot programs, and rapid prototyping
- Module 2: Digital Risk and Cybersecurity (09:45 - 11:15) • Data protection, third-party risk, and ethical AI
- Module 3: Governance and Portfolio Management (11:30 - 01:00) • Steering committees, KPIs, and progress reporting
- Module 4: Workshop - Digital Project Governance Simulation (02:00 - 03:30) • Participants simulate project governance and decision-making

Day 5: Performance, Value & The Future

- Module 1: Measuring ROI and Business Impact (07:30 - 09:30) • KPIs, scorecards, and benefit realization
- Module 2: Business Model Innovation and Ecosystems (09:45 - 11:15) • Platform strategies, digital ecosystems, and monetization models
- Module 3: Final Case Study - End-to-End Transformation (11:30 - 01:00) • Participants review a real-world transformation journey
- Module 4: Final Presentations & Wrap-Up (02:00 - 03:30) • Teams present digital strategy frameworks and receive feedback

Certification

Participants will receive a Certificate of Completion in Digital Transformation Business Strategy, validating their ability to design and lead strategic digital initiatives across complex business environments.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
--	---	---

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.