

FUNDAMENTAL OF DIGITAL TRANSFORMATION EXECUTIVE MASTERCLASS

“Empowering Executives to Lead Successful Digital Transformations”

Schedule

Date	Venue	Fees (Face-to-Face)
20 - 24 Jul 2026	London - UK	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

The digital transformation of businesses is no longer optional but a strategic necessity. This executive masterclass is designed to provide leaders with the foundational knowledge and practical skills needed to drive successful digital transformation initiatives within their organizations. Participants will learn how to identify opportunities for digital innovation, build a roadmap for transformation, and implement sustainable strategies that ensure long-term success.

The course covers key topics such as the role of leadership in digital transformation, emerging technologies, and the cultural shifts necessary to drive change. With hands-on case studies and practical workshops, participants will gain the tools to lead their teams through the complexities of digital transformation and deliver measurable results.

Objectives

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

- Understand the principles and processes of digital transformation
- Identify emerging technologies and their impact on business operations
- Develop a digital transformation roadmap tailored to their organization
- Lead teams through cultural shifts and change management during digital transformation
- Implement digital strategies to improve operational efficiency and customer experience

Why Attend

- Gain insights into how digital transformation can accelerate business growth
- Learn the skills needed to lead digital initiatives and manage complex changes
- Understand the latest technological trends and how to integrate them into your organization
- Enhance your ability to create a digital strategy that aligns with business objectives
- Collaborate with other executives and share best practices for successful transformation

Target Audience

This program is designed for:

- CEOs, CIOs, and other C-suite executives
- Senior leaders and managers involved in business strategy and innovation
- Professionals responsible for digital strategy, transformation, and technology integration
- Change management professionals looking to enhance their leadership skills in digital transformation
- Consultants and advisors in the field of business innovation and digital transformation

Individual Benefits

Key competencies that will be developed include:

- Strong understanding of digital transformation principles and processes
- Enhanced leadership capabilities in managing digital change
- Skills to drive innovation and adopt emerging technologies
- Ability to create a comprehensive digital transformation strategy
- Confidence to lead teams through digital change and monitor progress

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to design and implement a strategic digital transformation plan
- Enhanced organizational capability to adapt to technological disruptions
- Strong leadership in driving cultural and operational changes during transformation
- Better alignment between technology and business objectives
- Improved ability to track and measure the success of digital transformation initiatives

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Introduction to digital transformation principles, strategy development, and leadership roles
- Case Studies - Real-world examples of successful and unsuccessful digital transformations
- Workshops - Interactive sessions for developing digital transformation roadmaps and strategies
- Peer Exchange - Group discussions on common challenges and solutions in digital transformation
- Tools - Templates and frameworks for assessing and planning digital transformation initiatives

MAWA EVENTS

Address: No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net



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: Introduction to Digital Transformation and Its Impact

- Module 1: What is Digital Transformation? (07:30 – 09:30)
- Overview of digital transformation and its significance for business growth
- Key drivers and trends of digital change in the modern business landscape
- Understanding the impact of digital transformation on organizational structure and culture
- Module 2: The Role of Leadership in Digital Transformation (09:45 – 11:15)
- The role of executives in leading successful transformation initiatives
- Developing a leadership mindset for digital change
- How to align leadership with digital transformation goals
- Module 3: Identifying Opportunities for Digital Innovation (11:30 – 01:00)
- Recognizing areas within the business that are ripe for digital innovation
- How to assess the potential impact of emerging technologies on your business
- Developing a strategy for implementing digital innovation

Day 2: Understanding Emerging Technologies in Digital Transformation

- Module 4: Key Technologies Driving Digital Transformation (07:30 – 09:30)
- Overview of key emerging technologies (AI, IoT, blockchain, etc.)
- How to evaluate and adopt new technologies in your organization
- The role of cloud computing and data analytics in digital transformation
- Module 5: Integrating Technology into Your Business Model (09:45 – 11:15)
- Understanding digital ecosystems and business models
- How to seamlessly integrate new technologies into existing systems
- Managing digital risk and ensuring data security during technology adoption
- Module 6: Case Study: Successful Digital Transformation Initiatives (11:30 – 01:00)
- Review of real-world examples of digital transformation success stories
- Analyzing the key factors that contributed to successful transformations
- Lessons learned and actionable takeaways

Day 3: Building and Leading a Digital Transformation Strategy

- Module 7: Developing a Digital Transformation Roadmap (07:30 – 09:30)
- Creating a clear vision and roadmap for digital transformation
- Setting achievable goals and KPIs to track progress
- Identifying key stakeholders and resources needed for successful implementation
- Module 8: Change Management and Cultural Shifts (09:45 – 11:15)
- Leading organizational change during a digital transformation
- Strategies for managing resistance to change
- How to foster a culture of innovation and continuous improvement
- Module 9: Workshop: Digital Transformation Strategy Development (11:30 – 01:00)
- Interactive session to develop a personalized digital transformation strategy
- Group discussion and peer feedback on transformation plans

Day 4: Implementation and Execution of Digital Transformation

- Module 10: Executing Digital Transformation Initiatives (07:30 – 09:30)
- Best practices for implementing digital transformation strategies
- Managing resources and timelines effectively
- Measuring and evaluating the success of transformation initiatives
- Module 11: Scaling Digital Transformation Across the Organization (09:45 – 11:15)
- How to scale transformation initiatives across departments
- Aligning organizational processes with digital strategies
- Overcoming common obstacles during the scaling process
- Module 12: Workshop: Implementation Planning (11:30 – 01:00)
- Hands-on session to create an execution plan for a digital transformation initiative
- Real-time feedback and advice on implementation challenges

Day 5: Final Assessment and Certification

- Module 13: Review and Q&A (07:30 – 09:30)
- Recap of key concepts and strategies covered during the course
- Open session for participant questions and discussion
- Module 14: Group Exercise: Digital Transformation Leadership Action Plan (09:45 – 11:15)
- Group activity to create an action plan for leading digital transformation in their organizations
- Presentation of action plans and feedback from peers and instructors
- Module 15: Certification and Closing Remarks (11:30 – 01:00)
- Distribution of certificates of completion
- Final remarks and next steps for applying digital transformation strategies

Certification

Participants will receive a Certificate of Completion in Digital Transformation Leadership, validating their ability to lead successful digital transformation initiatives, implement innovative technologies, and drive organizational change.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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- **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>
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