

METHODOLOGY DEVELOPMENT FOR BUSINESS TRANSFORMATION

"Designing Strategic Frameworks and Scalable Methodologies to Drive Change and Innovation"

Schedule

Date	Venue	Fees
15 - 19 Jun 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

In a rapidly evolving business landscape, organizations must adapt continuously to stay competitive. Business transformation is no longer a one-off initiative but an ongoing capability. This intensive program equips transformation leaders, consultants, and strategy professionals with the tools and frameworks to design structured methodologies that deliver scalable, repeatable, and sustainable results.

Participants will learn how to build customized transformation models incorporating strategy execution, process improvement, digital adoption, and cultural alignment. The course uses case studies, playbooks, and transformation design sprints to ensure actionable takeaways.

Objectives

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

- Develop end-to-end transformation methodologies tailored to organizational needs
- Apply frameworks for strategic alignment, stakeholder buy-in, and execution planning
- Integrate lean, agile, and design thinking approaches into transformation models
- Design governance structures and KPIs to monitor change initiatives
- Drive adoption by embedding culture, communication, and behavioral levers

Why Attend

- Master the art of building transformation roadmaps and execution frameworks
- Blend strategy, operations, and culture into a unified methodology
- Learn to facilitate change with minimal disruption and maximal ROI
- Gain confidence in advising or leading enterprise-wide transformations
- Walk away with templates and tools ready for immediate application

Target Audience

This program is designed for:

- Business transformation and change management leaders
- Management consultants and internal improvement teams
- Corporate strategists and PMO heads
- Department heads leading digital, cultural, or structural change
- Executives tasked with turnaround or scale-up missions

Individual Benefits

Key competencies that will be developed include:

- Methodology design and roadmap development
- Stakeholder alignment and change leadership
- Process modeling and prioritization frameworks
- Transformation governance and performance measurement
- Toolkit-driven implementation using real-world cases

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger capability to lead structured and scalable transformation initiatives
- Faster time-to-impact for change projects and innovation adoption
- Improved stakeholder alignment and reduced resistance to change
- Consistency and clarity across business transformation efforts
- A library of customizable tools and templates for reuse across programs

Instructional Methodology

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

- Strategy Briefings - Global transformation frameworks and methodologies
- Case Studies - Transformation success and failure across industries
- Workshops - Design your own transformation methodology
- Peer Exchange - Compare implementation challenges and tactics
- Tools - Roadmaps, stakeholder maps, KPI dashboards, governance playbooks

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 Business Transformation Models

- Module 1: Fundamentals of Business Transformation (07:30 - 09:30) • Drivers of transformation - market, digital, regulatory
- Module 2: Frameworks and Methodologies Overview (09:45 - 11:15) • Lean, agile, ADKAR, McKinsey 7S, proprietary models
- Module 3: Anatomy of a Transformation Lifecycle (11:30 - 01:00) • Initiation, mobilization, execution, sustainment
- Module 4: Workshop - Analyze Real-World Transformation Failures (02:00 - 03:30) • Causes of failure and what frameworks missed

Day 2: Designing Your Transformation Methodology

- Module 5: Vision Setting and Strategic Alignment (07:30 - 09:30) • Cascading objectives and change ambition levels
- Module 6: Stakeholder Mapping and Engagement Plans (09:45 - 11:15) • Influence grids, communication models
- Module 7: Structuring the Change Journey (11:30 - 01:00) • Phases, milestones, feedback loops
- Module 8: Workshop - Draft Your Transformation Roadmap (02:00 - 03:30) • Timeline, key deliverables, change enablers

Day 3: Governance, Culture & Execution Discipline

- Module 9: Governance Structures and PMO Integration (07:30 - 09:30) • Decision rights, escalation paths, role clarity
- Module 10: Cultural Alignment and Behavioral Shifts (09:45 - 11:15) • Change champions, rituals, employee voice
- Module 11: Managing Resistance and Change Fatigue (11:30 - 01:00) • Behavioral triggers, reinforcement tactics
- Module 12: Workshop - Set Up Governance for a Sample Transformation (02:00 - 03:30) • Define oversight model, escalation process, comms

Day 4: Agile, Innovation and Capability Building

- Module 13: Embedding Agility in Transformation (07:30 - 09:30) • Sprints, MVPs, iterative improvements
- Module 14: Innovation Funnels and Digital Enablement (09:45 - 11:15) • Scouting, scaling, and embedding innovation
- Module 15: Building Change Capabilities Internally (11:30 - 01:00) • Training, coaching, communities of practice
- Module 16: Workshop - Create a Capability Uplift Plan (02:00 - 03:30) • Gap analysis, action plan, internal branding

Day 5: Final Design and Certification

- Module 17: KPIs and Performance Management (07:30 - 09:30) • Success metrics, dashboards, review cadences
- Module 18: Risk Management in Transformation (09:45 - 11:15) • Risk frameworks, mitigation planning
- Module 19: Final Group Project - Design a Custom Transformation Methodology (11:30 - 01:00) • Teams present their frameworks for feedback
- Module 20: Wrap-Up, Assessment & Certification Briefing (02:00 - 03:30) • Review, discussion, final Q&A

Certification

Participants will receive a Certificate of Completion in Methodology Development for Business Transformation, validating their ability to build, apply, and lead structured transformation frameworks that deliver sustainable impact and change.

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.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

© 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.