**MAWA EVENTS**

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

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

# DIGITAL INNOVATION TRANSFORMATION

*"Leveraging Emerging Technologies to Drive Organizational Growth and Agility"*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 06 – 10 Jul 2026 | Dubai, UAE | USD 3495 per delegate |

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

## Introduction

Digital transformation is no longer optional—it's a strategic imperative for organizations seeking to thrive in a competitive, fast-evolving world. From AI and IoT to automation and cloud computing, digital innovation is redefining how businesses operate, serve customers, and create value.

This 5-day program provides participants with the frameworks, tools, and leadership insights required to implement successful digital transformation initiatives. It covers key technologies, change management strategies, and innovation models that enable sustainable growth, improved efficiency, and future-ready capabilities.

## Objectives

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

- Understand core digital technologies and their business impact
- Identify and prioritize innovation opportunities within their organization
- Develop digital transformation roadmaps aligned to strategic goals
- Lead change and manage stakeholder expectations effectively
- Measure and sustain innovation-driven performance improvements

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## Why Attend

- Gain a clear roadmap for implementing digital transformation initiatives
- Explore successful innovation models and technology adoption strategies
- Understand key risks and success factors in digital programs
- Strengthen leadership skills for cross-functional digital change
- Equip yourself to lead in the digital economy

## Target Audience

This program is designed for:

- Chief Digital Officers, CIOs, and IT Leaders
- Strategy, Innovation, and Transformation Professionals
- Business Unit Heads and Operations Managers
- Technology and Change Management Teams
- Consultants and Advisors supporting digital initiatives

## Individual Benefits

Key competencies that will be developed include:

- Digital strategy planning and execution
- Technology evaluation and integration
- Agile thinking and innovation management
- Change leadership and transformation communication
- Performance metrics and ROI tracking for digital programs

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Accelerated adoption of innovation and emerging technologies
- Improved alignment between IT, business, and customer value
- Enhanced culture of experimentation and digital mindset
- Stronger competitive positioning through transformation agility
- Optimized resource use and measurable transformation success

## Instructional Methodology

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

- Strategy Briefings – Trends in digital innovation, disruption, and transformation
- Case Studies – Real-world digital transformation journeys and pitfalls
- Workshops – Develop roadmaps, assess readiness, and ideate innovations
- Peer Exchange – Cross-industry digital maturity insights
- Tools – Digital maturity models, innovation canvas, risk frameworks

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## 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 Innovation and Transformation**

- Module 1: The Digital Economy and Emerging Trends (07:30 – 09:30) • Industry 4.0, disruption, and new value chains
- Module 2: Core Technologies Driving Change (09:45 – 11:15) • AI, IoT, blockchain, cloud, RPA, big data
- Module 3: Digital Business Models and Ecosystems (11:30 – 01:00) • Platform thinking, network effects, servitization
- Module 4: Workshop – Analyze Industry Disruption Scenarios (02:00 – 03:30) • Industry shifts and digital responses

**Day 2: Building a Digital Strategy and Roadmap**

- Module 5: Assessing Organizational Digital Readiness (07:30 – 09:30) • Digital maturity models, SWOT
- Module 6: Strategic Alignment and Visioning (09:45 – 11:15) • Aligning innovation with mission, KPIs
- Module 7: Designing a Digital Transformation Roadmap (11:30 – 01:00) • Timeline, milestones, enablers, budget
- Module 8: Workshop – Develop Your Transformation Roadmap (02:00 – 03:30) • Group planning and review

**Day 3: Managing Innovation and Technology Adoption**

- Module 9: Innovation Frameworks and Governance (07:30 – 09:30) • Lean startup, design thinking, agile sprints
- Module 10: Selecting and Integrating Digital Solutions (09:45 – 11:15) • Tech evaluation, integration planning
- Module 11: Innovation Culture and Collaboration (11:30 – 01:00) • Enabling mindset shifts, sandboxing, failure tolerance
- Module 12: Workshop – Innovation Lab Simulation (02:00 – 03:30) • Prototype a digital solution

**Day 4: Leading Change and Overcoming Resistance**

- Module 13: Change Management in Transformation Projects (07:30 – 09:30) • Kotter’s model, ADKAR, resistance drivers
- Module 14: Communicating the Digital Vision (09:45 – 11:15) • Storytelling, buy-in, stakeholder mapping
- Module 15: Workforce Enablement and Digital Upskilling (11:30 – 01:00) • Talent strategies, reskilling, digital literacy
- Module 16: Workshop – Plan a Digital Change Communication Campaign (02:00 – 03:30) • Messaging, champions, and feedback loops

**Day 5: Measuring Success and Sustaining Innovation**

- Module 17: KPIs and Metrics for Digital Transformation (07:30 – 09:30) • Adoption, ROI, productivity, customer impact
- Module 18: Governance and Risk in Digital Programs (09:45 – 11:15) • Cybersecurity, compliance, ethical AI
- Module 19: Sustaining Innovation and Continuous Evolution (11:30 – 01:00) • Innovation pipelines, digital reinvention
- Module 20: Final Workshop – Present Your Transformation Strategy (02:00 – 03:30) • Group presentations and peer feedback

## Certification

Participants will receive a Certificate of Completion in Digital Innovation Transformation, validating their ability to plan, lead, and deliver strategic innovation and technology-driven change in fast-moving digital 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.

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

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