MAWA EVENTS

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

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

DIGITAL BUSINESS STRATEGY

"Transform Traditional Models with Data, Innovation, and Agility in the Digital Age"

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

This comprehensive course equips business leaders and strategists with the knowledge and tools to develop, evaluate, and implement digital strategies that create value and drive transformation. Covering digital disruption, emerging technologies, customer-centric innovation, and new business models, the program empowers professionals to lead with confidence in an increasingly digital economy.

Objectives

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

- Understand the principles and components of digital business strategy
- Analyze the impact of emerging technologies on industry disruption
- Align digital initiatives with core business goals and KPIs
- Design and execute roadmaps for digital transformation
- Apply frameworks for digital maturity, innovation, and value creation

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Why Attend

In today’s fast-changing digital landscape, organizations must rethink their strategies to remain relevant and competitive. This course helps professionals adopt a strategic lens to technology, guiding them in identifying opportunities, optimizing operations, and delivering superior customer experiences.

Target Audience

- Executives and Senior Managers
- Strategy and Innovation Leaders
- Digital Transformation Teams
- Business Consultants and Change Managers
- Entrepreneurs and Product Owners

Individual Benefits

- Develop practical digital strategy skills using proven models
- Improve your ability to lead transformation initiatives
- Gain insight into global best practices and case studies
- Advance your career in digital leadership roles

Organizational Benefits

- Build internal capacity for long-term digital transformation
- Enhance competitive positioning in a tech-driven economy
- Foster a culture of innovation and continuous improvement
- Increase agility, operational efficiency, and customer value

Instructional Methodology

- Strategy simulations and interactive case studies
- Group exercises using real-world digital business scenarios
- Step-by-step workshops for strategy planning and analysis
- Video insights from top-performing digital organizations

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

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: Foundations of Digital Strategy

Module 1: The Shift to Digital – Trends and Disruption (07:30 – 09:30)

Module 2: Digital vs Traditional Strategy – Key Differences (09:45 – 11:15)

Module 3: Frameworks for Digital Business Strategy (11:30 – 01:00)

Module 4: Digital Maturity Models and Self-Assessment (02:00 – 03:30)

Day 2: Customer-Centric Digital Innovation

Module 1: Understanding Digital Consumers and Behavior Shifts (07:30 – 09:30)

Module 2: Designing Value Propositions for the Digital Age (09:45 – 11:15)

Module 3: Customer Journey Mapping and Touchpoint Optimization (11:30 – 01:00)

Module 4: Group Exercise: Mapping Digital Experience Gaps (02:00 – 03:30)

Day 3: Technology Enablers and Platform Thinking

Module 1: Core Technologies – AI, IoT, Cloud, Blockchain, and Data (07:30 – 09:30)

Module 2: Platforms and Ecosystems – Business Model Innovation (09:45 – 11:15)

Module 3: Cybersecurity and Digital Trust as Strategic Imperatives (11:30 – 01:00)

Module 4: Industry Case Studies: Oil & Gas, Retail, and Manufacturing (02:00 – 03:30)

Day 4: Execution and Governance

Module 1: Building a Digital Roadmap – Objectives, Milestones, and KPIs (07:30 – 09:30)

Module 2: Aligning Culture, Leadership, and Digital Capabilities (09:45 – 11:15)

Module 3: Change Management and Digital Governance (11:30 – 01:00)

Module 4: Workshop: Drafting a Digital Strategy Action Plan (02:00 – 03:30)

Day 5: Strategy Simulation and Presentations

Module 1: Group Simulation: Designing a Digital Business Strategy (07:30 – 09:30)

Module 2: Peer Reviews and Feedback Rounds (09:45 – 11:15)

Module 3: Final Presentations – Strategy Pitch to the Board (11:30 – 01:00)

Module 4: Wrap-Up, Strategic Insights & Certification Ceremony (02:00 – 03:30)

Certification

Participants will receive the **Certificate in Digital Business Strategy** upon successful completion of the course and participation in the group strategy presentation and simulation activities.

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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