**MAWA EVENTS**

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

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# CERTIFIED DIGITAL TRANSFORMATION PRACTITIONER

*"Lead, Innovate, and Transform Businesses in the Digital Era."*

## Schedule

| Venue (InHouse) | Fees |
|---|---|
| At Your Organization Premises | Ask For The Quotation |

## Introduction

In today's rapidly evolving business environment, digital transformation is no longer a choice—it's a necessity. Organizations across industries are reimagining their operations, customer experiences, and business models to stay competitive in a technology-driven world. The Certified Digital Transformation Practitioner course equips professionals with the essential knowledge, tools, and frameworks to lead successful digital transformation initiatives that drive innovation, efficiency, and growth.

This comprehensive program covers the strategic, operational, and technological aspects of transformation, enabling participants to align digital initiatives with business goals. From understanding disruptive technologies like AI, IoT, and cloud computing to developing digital roadmaps and managing organizational change, this course provides practical, hands-on knowledge to design and execute impactful transformation strategies.

## Objectives

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

- Understand the principles and components of digital transformation.
- Develop and implement a strategic digital transformation roadmap.
- Identify emerging technologies and their business applications.
- Manage digital innovation and organizational change effectively.
- Align digital initiatives with business objectives and KPIs.
- Leverage data analytics and automation for smarter decision-making.
- Foster a digital culture that supports innovation and agility.
- Assess transformation readiness and measure success metrics.

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## Why Attend

This course provides you with the insight and practical tools needed to become a key driver of digital change in your organization. It helps bridge the gap between business strategy and technology adoption, preparing you to handle the challenges of leading digital initiatives. Whether you're a business leader, IT professional, or consultant, this course will empower you to lead transformation confidently and deliver measurable business outcomes.

## Target Audience

This course is designed for:

- Business Leaders and Managers
- IT and Digital Strategy Professionals
- Project and Program Managers
- Innovation and Change Management Specialists
- Business Analysts and Consultants
- Entrepreneurs and Start-up Founders
- Anyone involved in digital modernization or business transformation initiatives

## Individual Benefits

- Gain a solid understanding of digital transformation principles and best practices.
- Learn how to integrate technology with strategic business goals.
- Build leadership and change management capabilities.
- Develop practical frameworks for driving digital innovation.
- Enhance career growth opportunities in digital strategy and transformation.
- Earn a recognized certification that validates your expertise.

## Organizational Benefits

- Build internal capability to lead and sustain digital transformation.
- Improve efficiency, agility, and customer experience through technology adoption.
- Strengthen business competitiveness in the digital marketplace.
- Align cross-functional teams toward a unified digital vision.
- Encourage innovation and data-driven decision-making across departments.
- Reduce transformation risks through structured planning and execution.

## Instructional Methodology

This program uses a blended approach combining theory with practical exercises, including:

- Interactive lectures and expert-led discussions
- Real-world business transformation case studies
- Group workshops and strategic planning sessions
- Digital maturity assessments and readiness evaluations
- Hands-on exercises for creating transformation roadmaps
- Feedback-driven sessions to refine participant strategies

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## Course Outline

Module 1: Understanding Digital Transformation – Concepts and Frameworks

Module 2: Digital Strategy Formulation and Business Alignment

Module 3: Emerging Technologies – AI, IoT, Cloud, and Automation

Module 4: Customer Experience and Data-Driven Decision-Making

Module 5: Change Management and Organizational Readiness

Module 6: Process Optimization and Innovation Management

Module 7: Building a Digital Culture and Leadership Mindset

Module 8: Cybersecurity, Governance, and Risk in Transformation

Module 9: Measuring Digital Maturity and Transformation ROI

Module 10: Capstone Project – Designing a Digital Transformation Strategy

## Certification

Upon successful completion, participants will receive the Certified Digital Transformation Practitioner certificate, recognizing their ability to design, lead, and manage digital transformation initiatives that drive measurable business impact. The certification demonstrates a professional's readiness to guide organizations through innovation, agility, and digital excellence.

## 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**<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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