

## DIGITAL TRANSFORMATION IN BUSINESS

*“Harness Emerging Technologies to Drive Innovation, Efficiency, and Growth”*

### Schedule

Date	Venue	Fees (Face-to-Face)
06 - 10 Dec 2026	Riyadh, KSA	USD 3,495 per delegate

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

### Introduction

Digital transformation is reshaping how businesses operate, compete, and deliver value to customers. This 5-day intensive training equips participants with the strategies, frameworks, and practical tools needed to lead digital transformation initiatives across organizations.

Through lectures, case studies, and interactive workshops, participants will learn how to integrate emerging technologies, optimize business processes, and implement data-driven strategies. The course emphasizes practical applications to help organizations innovate, improve efficiency, and gain a competitive advantage in a digital-first world.

### Objectives

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

- Understand the fundamentals and drivers of digital transformation in business.
- Identify opportunities for leveraging digital technologies for operational excellence.
- Develop and implement digital strategies aligned with business objectives.
- Apply emerging technologies such as IoT, AI, and analytics in business operations.
- Lead digital transformation initiatives and change management effectively.

## Why Attend

- Gain knowledge of the latest trends and technologies shaping business transformation.
- Learn practical strategies to implement digital initiatives successfully.
- Improve business processes, efficiency, and innovation through technology.
- Develop skills to lead digital change and foster a digital culture.
- Network with professionals and share insights on digital transformation best practices.

## Target Audience

This program is designed for:

- Business leaders, managers, and executives
- IT, technology, and innovation managers
- Digital transformation officers and project managers
- Professionals involved in process improvement, strategy, and change management
- Consultants and analysts focused on business technology integration

## Individual Benefits

Key competencies that will be developed include:

- Understanding the drivers, frameworks, and stages of digital transformation
- Ability to assess organizational readiness and implement digital strategies
- Skills in leveraging emerging technologies like IoT, AI, and data analytics
- Competence in managing digital projects and change initiatives
- Enhanced strategic thinking and innovation capabilities

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved business efficiency, innovation, and competitive advantage
- Successful integration of digital technologies into operations and strategy
- Enhanced organizational agility and responsiveness to market changes
- Strengthened ability to manage digital transformation projects and initiatives
- Increased overall organizational maturity in digital capabilities

## Instructional Methodology

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

- Strategy Briefings - Overview of digital transformation principles, frameworks, and best practices
- Case Studies - Real-world examples of successful digital initiatives and technology adoption
- Workshops - Hands-on exercises in business process optimization and technology application
- Peer Exchange - Group discussions on challenges, lessons learned, and innovation strategies
- Tools - Templates and frameworks for digital strategy planning, implementation, and performance measurement

## 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: Understanding Digital Transformation

##### Module 1: Introduction to Digital Transformation (07:30 – 09:30)

- Overview and drivers of digital transformation
- Impact of digital technologies on business models

##### Module 2: Digital Maturity and Strategy (09:45 – 11:15)

- Assessing organizational readiness
- Developing a digital transformation roadmap

##### Module 3: Business Process Optimization (11:30 – 01:00)

- Streamlining processes using technology
- Identifying value creation opportunities

##### Module 4: Workshop – Strategy Mapping (02:00 – 03:30)

- Practical exercises in digital strategy and process assessment

#### Day 2: Emerging Technologies for Business

##### Module 1: IoT and Connected Systems (07:30 – 09:30)

- Internet of Things applications in business operations
- Real-time monitoring and predictive analytics

##### Module 2: Artificial Intelligence & Machine Learning (09:45 – 11:15)

- AI applications for automation and decision-making
- Case studies on machine learning in business

##### Module 3: Data Analytics & Business Intelligence (11:30 – 01:00)

- Leveraging data for actionable insights
- Tools and techniques for performance measurement

##### Module 4: Workshop – Technology Integration (02:00 – 03:30)

- Hands-on exercises applying IoT, AI, and analytics in business scenarios

#### Day 3: Digital Strategy Implementation

##### Module 1: Change Management (07:30 – 09:30)

- Managing organizational change in digital initiatives
- Building a digital culture and mindset

##### Module 2: Project Management for Digital Transformation (09:45 – 11:15)

- Planning, executing, and monitoring digital projects
- Risk management and stakeholder engagement

##### Module 3: Technology Adoption & ROI (11:30 – 01:00)

- Evaluating technology investments and measuring success
- Strategies for adoption and scaling

##### Module 4: Workshop – Implementation Planning (02:00 – 03:30)

- Practical exercises in strategy execution and risk mitigation

#### Day 4: Innovation and Operational Excellence

##### Module 1: Process Automation and Optimization (07:30 – 09:30)

-

Robotic process automation and workflow optimization

- Integrating digital tools for efficiency

Module 2: Innovation Frameworks (09:45 – 11:15)

- Techniques for fostering innovation
- Identifying new digital business opportunities

Module 3: Performance Metrics & KPI Monitoring (11:30 – 01:00)

- Measuring digital transformation success
- Continuous improvement techniques

Module 4: Workshop – Innovation & Optimization (02:00 – 03:30)

- Hands-on exercises in automation and performance measurement

Day 5: Review and Certification Preparation

Module 1: Case Studies and Best Practices (07:30 – 09:30)

- Real-world examples of successful digital transformation initiatives

Module 2: Practical Application & Scenario Exercises (09:45 – 11:15)

- Applying knowledge to organizational scenarios

Module 3: Review and Action Planning (11:30 – 01:00)

- Consolidation of key learning points
- Planning digital initiatives for participant organizations

Module 4: Workshop & Q&A (02:00 – 03:30)

- Final exercises, group discussion, and course wrap-up

### Certification

Participants will receive a Certificate of Completion in Digital Transformation in Business, validating their expertise in leveraging emerging technologies, implementing digital strategies, and driving business innovation and operational efficiency.

### 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.