# Training Course:
# Digital Transformation & Innovation

## 16 - 20 June 2025
## Trabzon (Turkey)

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# Digital Transformation & Innovation

Training Course code:  SC235033  From:  16 - 20 June 2025  Venue:  Trabzon (Turkey) - Training Course Fees:  5775  Ⅱ Euro

## Introduction

This training program aims to help leaders and organizations understand and leverage digital technologies to drive innovation, improve customer experience, and stay competitive in a rapidly changing digital landscape. Participants will learn how to assess their digital maturity, identify and prioritize digital opportunities, build a digital culture and mindset, and implement and sustain digital transformation initiatives. The program will use a combination of theoretical concepts, practical tools, and experiential activities to help participants apply digital transformation skills in their work and personal lives.

## Objectives

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

- Understand the impact of digital technologies on organizations and society

- Assess their digital maturity and identify digital opportunities

- Build a digital culture and mindset

- Implement and sustain digital transformation initiatives effectively

- Navigate ethical, legal, and social issues related to digital transformation

## Target Audience

This training program is designed for leaders at all levels, including executives, managers, supervisors, team leaders, and entrepreneurs, who want to enhance their digital transformation skills and drive innovation in their organizations.

## Outlines:

Day 1:

### Understanding the Impact of Digital Technologies on Organizations and Society

- Overview of digital transformation and its drivers

- Trends and innovations in digital technologies

- The impact of digital technologies on organizations and society

## Day 2:

### Assessing Digital Maturity and Identifying Digital Opportunities

- Frameworks and tools for assessing digital maturity

- Identifying digital opportunities and prioritizing them

- Evaluating the ROI and risk of digital transformation initiatives

## Day 3:

### Building a Digital Culture and Mindset

- Building awareness and buy-in for digital transformation

- Creating a digital vision and strategy

- Fostering digital literacy, agility, and innovation

## Day 4:

### Implementing and Sustaining Digital Transformation Initiatives Effectively

- Managing the implementation process of digital transformation initiatives

- Techniques for effective change management

- Embedding new digital practices into the organization

## Day 5:

### Navigating Ethical, Legal, and Social Issues Related to Digital Transformation

- Understanding the ethical, legal, and social implications of digital transformation

- Techniques for addressing privacy, security, and trust issues

- Fostering digital citizenship and responsibility in the organization.

# Registration form on the Training Course: Digital Transformation & Innovation

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

## Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....................................................................................................................
Position: ........................................................................................................................................................
Telephone / Mobile: ......................................................................................................................................
Personal E-Mail: ............................................................................................................................................
Official E-Mail: ..............................................................................................................................................

## Company Information

Company Name: .............................................................................................................................................
Address: .........................................................................................................................................................
City / Country: ...............................................................................................................................................

## Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....................................................................................................................
Position: ........................................................................................................................................................
Telephone / Mobile: ......................................................................................................................................
Personal E-Mail: ............................................................................................................................................
Official E-Mail: ..............................................................................................................................................

## Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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## Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |