![Global Horizon Training Center logo]

Training Course:
Advanced Digital Transformation Strategy for
Executive Leaders

26 - 30 January 2025
Cairo (Egypt)
Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Training Course:
Advanced Digital Transformation Strategy for Executive Leaders

Training Course code: SC235585 From: 26 - 30 January 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3875 ⬡ Euro

Introduction

This 5-day training program is designed for executive leaders responsible for driving digital transformation within their organizations. The course focuses on developing strategic approaches to leverage digital technologies for innovation, operational efficiency, and competitive advantage. Participants will gain insights into aligning digital transformation with organizational goals, managing change, and fostering a culture of digital innovation across the enterprise.

Target Audience

- Executive leaders and directors

- Chief Digital Officers CDOs and Chief Technology Officers CTOs

- Senior business strategists and digital transformation leaders

- Department heads leading digital initiatives

- Executives responsible for innovation and operational efficiency

Objectives

- Master advanced digital transformation strategies aligned with organizational goals.

- Learn how to leverage digital technologies to drive innovation and operational efficiency.

- Develop leadership skills to manage digital change and foster a culture of innovation.

- Understand the strategic role of data, AI, and emerging technologies in transformation.

- Gain expertise in managing digital risks, security, and regulatory challenges.

- Build a long-term digital strategy to maintain competitive advantage in a fast-evolving landscape.

Outline

Day 1: Understanding Digital Transformation and Strategic Alignment

- Defining digital transformation and its impact on business models.

- Aligning digital transformation initiatives with organizational strategy and goals.

- Assessing digital readiness and identifying key transformation areas.

- Case studies: Successful digital transformations across industries.

- Workshop: Developing a digital transformation vision and strategic framework for your organization.

Day 2: Leveraging Emerging Technologies for Innovation

- Understanding the role of emerging technologies AI, machine learning, IoT, blockchain, etc. in transformation.

- Identifying opportunities for innovation and growth through digital tools.

- Building an agile infrastructure to support rapid technological adoption.

- Fostering a culture of innovation through technology and collaboration.

- Group activity: Creating a digital innovation strategy for a specific business area.

Day 3: Data-Driven Decision Making and Digital Intelligence

- Leveraging data analytics and business intelligence to inform strategic decisions.

- The role of AI and machine learning in optimizing operations and customer experiences.

- Managing and securing data as a strategic asset.

- Implementing data governance and compliance frameworks for data integrity.

- Workshop: Designing a data-driven decision-making framework for executive leadership.

Day 4: Leading Organizational Change in Digital Transformation

- The role of executive leadership in driving digital change and innovation.

- Building digital competencies across teams and fostering cross-functional collaboration.

- Managing resistance to change and creating buy-in at all levels.

- Communication strategies for leading digital transformation initiatives.

- Leadership simulation: Leading a digital transformation change initiative.

Day 5: Building a Long-Term Digital Strategy and Managing Risk

- Developing a long-term roadmap for digital transformation and sustainability.

- Managing digital risks, including cybersecurity, data privacy, and regulatory compliance.

- Measuring and monitoring the success of digital transformation initiatives.

- Future trends in digital transformation: Preparing for next-generation technologies.

- Final exercise: Crafting a comprehensive digital transformation strategy for your organization.

Registration form on the Training Course:
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