



*Training Course:
Digital Strategies for Transforming your Business*

*16 - 20 February 2025
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Digital Strategies for Transforming your Business

Training Course code: IT235022 From: 16 - 20 February 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6000 € Euro

Introduction:

Digital transformation is a rapidly evolving phenomenon that has the potential to revolutionize the way businesses operate in the modern world. With the rise of digital technologies and the changing expectations of consumers, businesses need to adapt and transform to remain competitive and relevant. This training program aims to provide participants with an understanding of the importance of digital transformation and strategies for leveraging digital tools and technologies to transform and improve business operations. Throughout the program, participants will learn about the different aspects of digital transformation, including digital strategy development, technology implementation, change management, and risk mitigation. The program will also provide practical knowledge and skills that participants can apply in their respective organizations. By the end of the program, participants will be equipped with the tools and knowledge needed to plan, implement, and evaluate digital strategies that can help transform their businesses and position them for success in the digital age.

Objectives:

- Understand the importance of digital transformation for businesses.
- Learn about different digital strategies that can help businesses transform and improve their operations.
- Gain practical knowledge and skills in using digital tools and technologies for business transformation.
- Learn how to effectively plan and implement digital strategies in a business setting.
- Understand the potential benefits and challenges of digital transformation and how to mitigate risks.

Target Audience:

This training program is suitable for :

- Business owners
- Managers
- Executives
- Professionals who are interested in leveraging digital technologies to transform and improve their business operations.

Day 1:

Introduction to Digital Transformation and Strategy

- Definition of digital transformation
- Why digital transformation is important for businesses
- Digital strategies for business transformation
- Identifying business goals and objectives
- Analyzing the current state of the business

Day 2:

Digital Tools and Technologies

- Overview of digital tools and technologies for business transformation
- Cloud computing and storage
- Artificial intelligence and machine learning
- Big data and analytics
- Internet of Things IoT
- Virtual and augmented reality

Day 3:

Planning and Implementing Digital Strategies

- Developing a digital transformation plan
- Assessing the organization's readiness for digital transformation
- Identifying key stakeholders and obtaining buy-in
- Developing a budget and timeline
- Implementing and monitoring digital strategies

Day 4:

Benefits and Challenges of Digital Transformation

- Potential benefits of digital transformation
- Potential challenges and risks of digital transformation

- Mitigating risks and challenges
- Developing a change management plan
- Measuring and evaluating the success of digital transformation

Day 5:

Case Studies and Best Practices

- Review of case studies of successful digital transformations
- Best practices for digital transformation
- Collaboration and communication strategies for digital transformation
- Overcoming resistance to change
- Future trends and directions in digital transformation

Registration form on the Training Course: Digital Strategies for Transforming your Business

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