



*Training Course:
Strategy and Digital Transformation*

*1 - 5 September 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Strategy and Digital Transformation

Training Course code: SC236035 From: 1 - 5 September 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 6000 € Euro

Introduction

This program, designed by Global Horizon Training Center, provides senior professionals and decision-makers with the skills and frameworks necessary to lead successful digital transformation initiatives. It focuses on aligning digital strategies with organizational goals, managing change, and leveraging technology to create competitive advantages and operational excellence.

Objectives

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

- Understand the role of digital transformation in modern organizational strategy.
- Develop and implement digital transformation roadmaps.
- Analyze and apply emerging digital trends and technologies.
- Manage change and foster a culture of innovation and agility.
- Align digital initiatives with organizational objectives and stakeholder expectations.

Organizational Impact

- Foster strategic alignment between technology investments and organizational goals.
- Enhance organizational adaptability and competitiveness.
- Improve customer experience and operational efficiency.
- Build a culture of continuous learning and innovation.
- Strengthen risk management in digital transformation efforts.

Target Audience

- Senior executives and department heads.
- Digital transformation leaders and managers.
- IT and business integration professionals.
- Project managers and team leaders.
- Professionals seeking to drive or participate in digital initiatives.

Training Program Outline

Day 1: Foundations of Strategy and Digital Transformation

- Understanding digital transformation: definitions and principles.
- The digital economy and its impact on traditional business models.
- Key drivers of digital transformation and innovation.
- Linking digital transformation to organizational vision and mission.
- Group discussion: how digital transformation is reshaping industries.

Day 2: Digital Strategy Development and Alignment

- Frameworks for digital strategy development e.g., McKinsey 7S, Balanced Scorecard.
- Identifying digital opportunities and threats in your sector.
- Building a digital transformation roadmap: goals, priorities, and KPIs.
- Engaging stakeholders and ensuring alignment with organizational strategy.
- Activity: creating a draft digital transformation strategy.

Day 3: Emerging Technologies and Digital Trends

- Overview of disruptive technologies: AI, IoT, blockchain, cloud, and data analytics.
- Integrating new technologies to create value.

- Understanding data as a strategic asset in digital transformation.
- Evaluating technology readiness and organizational capabilities.
- Case study: a successful digital transformation in a comparable sector.

Day 4: Change Management and Leadership in Digital Transformation

- Leading change in digital environments: models and best practices.
- Overcoming resistance and fostering a culture of agility and innovation.
- Building digital skills and digital mindsets within teams.
- Aligning leadership behaviors with digital strategy execution.
- Group exercise: addressing resistance to digital change in an organization.

Day 5: Implementation, Measurement, and Sustainability

- Implementing digital initiatives: from pilots to enterprise-wide adoption.
- Measuring success: digital performance metrics and feedback loops.
- Continuous improvement and fostering an adaptive culture.
- Future trends and the evolving role of digital leaders.
- Action planning: participants develop digital transformation initiatives for their organizations.

Registration form on the Training Course: Strategy and Digital Transformation

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

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Payment Method

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