



*Training Course:
Digital Strategies for Business*

*28 December 2026 - 1 January 2027
Barcelona (Spain)*

Training Course: Digital Strategies for Business

Training Course code: IT234612 From: 28 December 2026 - 1 January 2027 Venue: Barcelona (Spain) - Training Course Fees: 6300 € Euro

Introduction

Business is being disrupted by the advent of digital. Companies are racing to transform into digital businesses. Digital transformation requires leaders who think digital. The course teaches frameworks you can use to transform your company's business model.

Digital transformation drives change in three areas: customer experience, operational processes, and business models. A Digital strategy is most relevant to changes in the business model and uses technology to create the capabilities a company needs to become a digital business.

Course Objectives, Digital Strategies for Business

- Frameworks to invent/reinvent business models for a digital world
- Digital Customer Behaviors
- Platform Business Models
- Big Data and How to Build Data as a Strategic Asset
- Innovation through Experimentation
- Translating the Lean Start-up to Enterprise Scale Innovation
- Mastering Disruptive Business Models

Target Audience

1. Business Leaders and Executives: CEOs, CTOs, CIOs, and other senior executives responsible for driving digital transformation within their organizations.
2. Managers and Department Heads: Managers from various functional areas marketing, operations, IT, etc. seeking to understand and implement digital strategies to enhance their department's performance.
3. Entrepreneurs and Start-up Founders: Individuals looking to establish or scale their digital businesses and gain insights into effective digital strategies.
4. Business Consultants and Analysts: Professionals advising organizations on digital transformation initiatives and seeking to expand their knowledge of digital strategies.
5. Innovation Managers: Individuals responsible for fostering innovation and driving digital initiatives within their organizations.

Course Outlines, Digital Strategies for Business

Day 1 & 2: 6 Digital Strategies, and Why Some Work Better than Others

- Platform play
- New marginal supply
- Digitally-enabled products and services
- Re-bundling and customizing
- Digital distribution channels
- Cost efficiency

Day 3, 4 & 5: Domains of digital transformation

- Customer networks and the new path to purchase
- Understanding digital customer behaviors
- Platform business models
- Coopetition, disintermediation, and asymmetric competitors
- Building data as a strategic asset for your business
- Big data at work: new data, new tools, and templates of value
- Innovation through experimentation: ab test and minimum viable products
- Translating the lean startup to enterprise-scale innovation
- Adapting your value proposition
- Mastering disruptive business models
- Surviving disruption: 6 incumbent responses to a disruptive challenger
- Leadership and the customer value imperative frameworks
- How the above frameworks have been applied in the past through case studies of Intuit, Walmart, Coca Cola, British Airways, New York Times, Netflix and Apple

Registration form on the Training Course: Digital Strategies for Business

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