



*Training Course:  
Digital Transformation & Innovation*

*16 - 20 November 2026  
Madrid (Spain)*

## Training Course: Digital Transformation & Innovation

Training Course code: SC235033 From: 16 - 20 November 2026 Venue: Madrid (Spain) - Training Course Fees: 6300 € 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

- Executives: Senior leaders responsible for setting digital transformation strategies and driving organizational innovation.
- Managers: Professionals overseeing digital initiatives, operational improvements, and technology adoption within their departments.
- Supervisors & Team Leaders: Individuals responsible for guiding teams through digital change and ensuring effective implementation of new technologies.
- Entrepreneurs: Business owners seeking to leverage digital transformation to innovate, scale operations, and enhance competitiveness.
- Leaders at All Levels: Decision-makers aiming to develop digital transformation capabilities and foster a culture of innovation within 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
- Please invoice me
- Please invoice my company

### 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,  
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