



*Training Course:
Innovation and Digital Transformation*

7 - 11 June 2026

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Training Course: Innovation and Digital Transformation

Training Course code: SC236195 From: 7 - 11 June 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 4100 € Euro

Introduction:

Innovation and digital transformation are no longer optional; they are essential drivers for competitiveness and long-term sustainability in today's rapidly evolving economy. This 5-day program equips leaders with the strategic mindset, tools, and frameworks needed to foster a culture of innovation within their organizations and to effectively navigate digital transformation initiatives. It focuses on enabling organizations to adapt, evolve, and lead in an increasingly digital and disruptive environment.

Objectives:

- Understand the drivers of innovation and digital disruption.
- Apply frameworks for managing digital transformation.
- Foster a culture of creativity and agile experimentation.
- Link innovation to business performance.

Target Audience:

- Innovation officers and digital leads
- Business development and strategy teams
- Operations and transformation managers
- Product managers and R&D professionals
- IT and data leaders

Outlines:

Day 1: Innovation Principles and Culture

- What drives innovation? Disruptive vs. incremental
- Creating a culture of innovation
- Design thinking fundamentals
- Agile methodology overview
- Workshop: Solving a real problem with innovative thinking

Day 2: Leading Digital Transformation

- Key trends: AI, IoT, cloud, data analytics
- Digital transformation strategy and execution
- Change readiness in digital transitions
- Risk, ethics, and governance in the digital age
- Case study: Successful digital transformation initiatives

Day 3: Innovation in Practice

- Translating ideas into actionable solutions
- Tools for idea generation and evaluation
- Prototyping and rapid experimentation
- Overcoming barriers to innovation

Day 4: Digital Strategy and Implementation

- Aligning digital initiatives with business strategy
- Operating models for digital organizations
- Data-driven decision-making
- Managing digital transformation projects

Day 5: Sustaining Innovation and Transformation

- Embedding innovation into organizational DNA
- Scaling digital solutions across the organization
- Measuring impact and success of transformation
- Action plan: Designing your innovation and digital roadmap

Registration form on the Training Course: Innovation and Digital Transformation

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