



*Training Course:
Digital Strategies for Business*

*18 - 22 January 2027
Madrid (Spain)*

Training Course: Digital Strategies for Business

Training Course code: IT234612 From: 18 - 22 January 2027 Venue: Madrid (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

- 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

- Business Leaders and Executives: CEOs, CTOs, CIOs, and other senior executives responsible for driving digital transformation within their organizations.
- 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.
- Entrepreneurs and Start-up Founders: Individuals looking to establish or scale their digital businesses and gain insights into effective digital strategies.
- Business Consultants and Analysts: Professionals advising organizations on digital transformation initiatives and seeking to expand their knowledge of digital strategies.
- Innovation Managers: Individuals responsible for fostering innovation and driving digital initiatives within their organizations.

Course Outlines

Day 1: Introduction to Digital Strategies

- Overview of Digital Transformation
- Platform Play Strategy
- New Marginal Supply in Digital Economy

- Digitally Enabled Products and Services
- Re-bundling and Customization Strategies
- Digital Distribution Channels
- Cost Efficiency through Digitalization

Day 2: Evaluating Digital Strategy Effectiveness

- Why Some Digital Strategies Perform Better Than Others
- Competitive Advantage in Digital Business Models
- Strategic Use of Platforms and Ecosystems
- Aligning Digital Strategy with Business Goals
- Case-based understanding of successful digital strategies

Day 3: Customer Behavior & Digital Transformation

- Customer Networks and Modern Purchase Journey
- Understanding Digital Customer Behavior
- Digital Customer Experience Transformation
- Platform-Based Business Models
- Disintermediation and Coopetition Concepts
- Asymmetric Competition in Digital Markets

Day 4: Data, Innovation & Value Creation

- Data as a Strategic Business Asset
- Big Data Applications in Modern Organizations
- Tools and Frameworks for Data Value Creation
- Innovation through Experimentation A/B Testing, MVPs
- Lean Startup Approach in Enterprise Environments
- Adapting and Redefining Value Propositions

Day 5: Disruption, Leadership & Case Studies

- Understanding Disruptive Business Models
- Surviving Disruption: Incumbent Response Strategies
- Leadership in Digital Transformation
- Customer Value Imperative Frameworks
- Case Studies: Intuit, Walmart, Coca-Cola, British Airways, New York Times, Netflix, Apple

Registration form on the Training Course: Digital Strategies for Business

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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

- ☐ Please find enclosed a cheque made payable to Global Horizon
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