



Digital Transformation and Innovation

## Digital Strategy 2.0: Navigating the Next Generation

# Course Introduction

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In today's rapidly evolving business landscape, organizations are continually challenged to adapt to disruptive technologies, changing customer expectations, and emerging market trends.

## **Digital Transformation Strategy 2.0**

Digital transformation has emerged as a critical imperative for organizations seeking to thrive in this dynamic environment.

Digital Transformation Strategy 2.0 represents the next evolution in this journey, incorporating emerging technologies, agile methodologies, customer-centric approaches, and a culture of innovation.

This comprehensive 5-day program is designed to equip participants with the knowledge

# Target Audience

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- Chief Digital Officers (CDOs)
- Chief Technology Officers (CTOs)
- Chief Marketing Officers (CMOs)
- Digital Transformation Managers
- IT Directors
- Business Analysts
- Product Managers
- Strategy Consultants
- Data Analysts
- Innovation Managers

# Learning Objectives

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- Understand the fundamentals of digital transformation, including its definition, importance, and key drivers.
- Explore the evolution from Digital Transformation 1.0 to 2.0, and identify emerging trends shaping the next generation of digital strategies.
- Gain familiarity with leading digital transformation frameworks and methodologies, and learn how to select and apply the most appropriate framework for organizational needs.
- Explore next-generation technologies such as AI, IoT, and blockchain, and understand their potential impact on business models and operations.
- Develop a customer-centric mindset and learn how to leverage design thinking principles to drive digital innovation and improve customer experiences.
- Acquire practical skills in data-driven decision-making, including data analytics tools and techniques for deriving actionable insights.
- Understand agile and lean methodologies, and learn how to apply them to drive agility and innovation in organizational processes.
- Develop effective change management strategies to overcome resistance and foster organizational buy-in for digital transformation initiatives.
- Explore the characteristics of effective digital leadership and learn how to cultivate a culture of innovation and collaboration within your organization.
- Gain an understanding of cybersecurity risks in the digital age, and learn how to implement effective cybersecurity risk management strategies to safeguard digital transformation initiatives.

# Course Outline

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- **Day 01**

- Understanding Digital Transformation**

- Introduction to Digital Transformation: Definition, importance, and key drivers.

- Evolution from Digital Transformation 1.0 to 2.0: Key differences and emerging trends.
- Examples of successful digital transformation initiatives.

### **Digital Transformation Frameworks**

- Overview of digital transformation frameworks: e.g., McKinsey's 7S model, Kotter's 8-step process, etc.
- Choosing the right framework for your organization's needs.
- Applying frameworks to real-world scenarios.

#### **• Day 02**

### **Next-Generation Technologies**

- Exploring disruptive technologies: AI, IoT, blockchain, etc.
- Impact of emerging technologies on business models and operations.
- Experimenting with a selection of next-gen technologies.

### **Customer-Centric Digital Transformation**

- Understanding customer journeys in the digital age.
- Design thinking principles for customer-centricity.
- Mapping customer journeys and identifying pain points.

#### **• Day 03**

### **Data-Driven Decision Making**

- Importance of data in digital transformation.
- Data analytics tools and techniques.
- How data-driven insights can drive business transformation.

## **Agile and Lean Practices**

- Introduction to agile and lean methodologies.
- Agile transformation strategies for traditional organizations.
- Implementing agile practices in a non-tech context.

### **• Day 04**

## **Change Management in Digital Transformation**

- Understanding resistance to change.
- Change management frameworks and best practices.
- Managing resistance and fostering buy-in.

## **Digital Leadership and Culture**

- Characteristics of effective digital leaders.
- Building a culture of innovation and experimentation.
- Enhancing digital leadership skills.

### **• Day 05**

## **Cybersecurity in Digital Transformation**

- Importance of cybersecurity in a digital-first world.
- Cybersecurity risk management strategies.
- Responding to a cyber incident in a digital transformation context.

### Creating a Digital Transformation Roadmap

- Developing a digital transformation strategy 2.0 roadmap.
- Prioritizing initiatives and setting measurable goals.
- Final project: Participants create a digital transformation roadmap for their organization.

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4950.00 \$	Turkey - Istanbul
Sept. 1, 2025	Sept. 5, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 3, 2025	Nov. 7, 2025	5 days	4250.00 \$	UAE - Abu Dhabi