Digital Transformation and Innovation

The IT Strategic Leader: Digital and IT Strategy

Course Introduction

Evolution in the digital world has been so rapid that organizations need to be flexible and adapt to the ever-changing environment in order to remain competitive in providing value to their customers. This training course is designed based on the ITIL® 4 Digital and IT Strategy and its 4 concepts and related terminologies.

This course will focus on the alignment of digital business strategy with IT strategy and will cover topics such as how disruption from new technologies is impacting organizations in every industry and how business leaders are responding.

Target Audience

- Business and technology leaders
- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants
- Marketing Development Manager

Learning Objectives

- Gain a comprehensive understanding of the use of ITIL guiding principles in Digital and IT Strategy decisions and activities

- Understand the relationship between the concepts of Digital and IT Strategy, the service value system and the service value chain, and explain how to utilize them to create value
- Learn the steps and techniques involved in defining and advocating for a Digital and IT Strategy
- Know how an organization uses Digital and IT Strategy to remain viable in environments disrupted by digital technology
- Identify the strategic approaches made possible by digital and information technology to achieve customer/market relevance and operational excellence
- Recognize the risks and opportunities of Digital and IT Strategy
- Effectively create and implement a Digital and IT Strategy

Course Outline

- **Day 01**

  Course Introduction

  - Module 1: Key Concepts of Digital and IT Strategy
  - Module 2: Strategy and the Service Value System
  - Module 3: What is Vision
  - Exercise: Digital Positioning
- **Day 02**

  Module 4: Where Are We Now?

  - Module 5: How Do We Get There? (Strategic Planning)
  - Module 6: How Do We Get There? (Strategic Approaches)
- **Day 03**

  Exercise: Strategic Approaches for Digital Organizations

  - Module 7: Take Action
  - (Managing Strategic Initiatives)
  - Exercise: Strategy Planning and Communication
- **Day 04**

Module 8: Did We Get There? (Measuring Strategy)

  ◦ Module 9: How Do We Keep the Momentum Going?
  ◦ Exercise: Digital Strategy in VUCA Environment
• **Day 05**

Module 10: Managing Innovation and Emerging Technologies

  ◦ Module 11: Managing Strategic Risk

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4950.00 $	Ireland - Galway
July 28, 2025	Aug. 1, 2025	5 days	4250.00 $	UAE - Dubai
Oct. 26, 2025	Oct. 30, 2025	5 days	4250.00 $	KSA - Riyadh
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 $	Oman - Muscat