



Digital Transformation and Innovation

Leading Digital Transformation and Innovation

Course Introduction

The emergence of novel and powerful digital technologies, digital platforms, and digital infrastructures has significantly altered innovation and entrepreneurship. Digital technologies have broader implications for value creation and value capture than simply providing new opportunities for innovators and entrepreneurs. In the last decade, management and organizational scholars have paid increasing attention to the interconnections between digital transformation and innovation management.

This training course is designed to be interactive and participatory, to enable the participants to understand the digital disruption drivers, which will help them to examine the digital competencies of their organizations and teams thereby improve innovation capabilities to enable a digitally ready organization.

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

- Understand your industry's primary strategic drivers of digital disruption.

- Improve your innovation capabilities to generate more insights and turn them into new ventures.
- Examine the organizational and team competencies required to enable a digitally-ready organizations.
- To create more innovative and concrete plans.

Course Outline

• Day 01

Module 1

Transformation

- Why Transformation is key to THRIVE
- The digital economy
- Transformation versus change
- Why transform
- What to transform
- How to transform
- Digital and transformation mindsets
- Dual-speed transformation
- The trouble with transformation
- Digital opportunity
- From digitised to dematerialised
- The threat of disruption Transformation readiness
- A tale of two transformations
- Transformation icebergs
- Size matters

Module 2

Holistic

- Why Holistic is key to THRIVE
- Transformation leadership
- Competitive strategy
- Business models
- Business ecosystems

- Corporate culture
- Organisational structure
- Customer expectations
- Transformation execution
- Transformation management capabilities
- Innovation capabilities
- Technical capabilities
- 360° Governance
- 360° Risk

• Day 02

Module 3

Response

- Why Response is key to THRIVE
- Strategic response
- Competitive intelligence
- Offensive responses
- Defensive responses
- Digital business response
- Digital business models
- Platform perspective
- Responding at speed
- Internal response

Module 4

Innovation

- Why Innovation is key to THRIVE
- Innovation excellence
- Customer centricity
- Products and services
- Operations and workforce
- Business model innovation
- Digital use cases
- Platforms
- App Clouds
- SMAC stack
- Internet of Everything
- Emerging technologies

- Innovation funding
- Innovation culture and process
- Measuring innovation

• Day 03

Module 5

Value

- Why Value is key to THRIVE
- Internal and external value
- Customer value overview
- Price value
- Platform value
- Experience value Internal value
- Operational value
- Workforce value
- Marketing value
- Stakeholder Value
- Value management
- Intangible value
- Benefits realisation
- Business cases
- Offering value

• Day 04

Module 6

Enterprise

- Why Enterprise is key to THRIVE
- Transformation leaders
- Technology leaders
- Leadership PQ
- Transformation governance Mindsets, culture and behaviour
- Transformation enablers
- Transformation management
- Portfolio management
- Programme management
- Project management
- Agile advantage
- Organisational change management

- Business process management
- Technology management
- **Day 05**

Module 7

Roadmap

- Understand the THRIVE roadmap
- Align leadership mindsets
- Analyse the market
- Establish response strategies
- Activate transformation readiness
- Innovate strategically
- Prepare & prioritise digital use cases
- Prepare and present business cases
- Define portfolio, process & governance
- Plan, execute & manage transformation

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 16, 2025	June 20, 2025	5 days	5950.00 \$	USA - Los Angeles
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai