



Digital Transformation and Innovation

The Age of Digital Disruption Strategies

Course Introduction

The changes that the internet, big data, information technology and other innovation technologies has brought to the business sector is undeniable as it has rapidly transformed various industries. Digital disruption refers to these changes that affect businesses as a result of the emergence of new digital technologies and its introduction into the numerous areas of operations, such as production, organization or relations with their customers.

This training course is designed to provide participants with the strategic tools, concepts and perspectives to develop a strategic response to the new digital possibilities and to then align your organization for effective strategy execution. This course will discuss topics that will help participants turn digital threats into opportunities, and leverage digital to create competitive advantage and enhanced performance.

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 how digital can disrupt your industry by transforming the industry value chain, patterns of demand and competitive pressures
- Leverage digital to develop compelling value propositions that allow you to turn disruption from a threat to an opportunity
- Identify and apply digital strategies by aligning key activities across your organization with new value propositions and by balancing strategic agility for a digital world with the longer-term perspective required to build key resources

Course Outline

• Day 01

Living in a Digital World

- Introduction and programme logistics
- Waves of digital disruption and opportunity
- Digital industrial revolution
- Lessons from the original industrial revolution

Getting FIT for a Digital Age

- Keys to effective strategy in a digital age
- Strategy as FIT
- From threat to opportunity
- Industry value chain
- What does it mean to be tech savvy?
- Understanding AI •
- Digital Transformation

• Day 02

Follow the Value

- Prioritising digital opportunities
- Emergence of sharing economy

- Value Creation and Value Capture
- B2B value creation
- Willingness-to-pay
- Social Value

• Day 03

Competing with Value

- Achieving product-market fit
- Driving a leap in value
- Value capture
- Sustaining superior value creation
- Positive feedback
- Added value
- Competitive pressures
- Blue Ocean strategy
- Support functions in a digital age

• Day 04

Executing on Digital

- How to execute your digital strategy
- Strategic agility
- Data culture
- Resource accumulation
- Executing on AI strategies

• Day 05

Seeing the Big Picture

- Company value chain
- Integrated case: key activities with links to value creation, resources and industry value chain
- Integration: AI Traps and Pitfalls
- Seeing the big picture

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 23, 2025	June 27, 2025	5 days	4950.00 \$	Spain - Barcelona
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai