



Digital Transformation and Innovation

Digital Innovation Strategy and Management

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 to provide participants with the strategic tools to become a technology-centric organization that integrates digital capabilities into its operating, customer, and business models to achieve sustainable growth.

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 frameworks to infuse technology advancements into the organization.
- Explore successful business models that drive innovation.
- Utilize data and artificial intelligence, and allow new ideas to emerge.
- Obtain an in-depth understanding of the organization's customers.

- Enhance the ability to adapt to changing customer demands, make faster, more impactful data-driven decisions.
- Contribute to the establishment of organizational culture that drives innovation through digital transformation.

Course Outline

- **Day 01**

Module 1: Global Macro Trends: Strategic Risk Management Frameworks

Business Innovation Through Experimentation

- Principles of Experimentation
- Convergent Experimental Method
- Divergent Experimental Method
- Value Proposition Adaptation

Module 2: Digital Innovation Strategy and Foresight

- Industry ecosystems from raw materials to end users
- The Innovation Radar

- **Day 02**

Module 3: Making Innovation Happen: Structure, Process, Culture, and Leadership

- Quantifiable innovation models
- Professor Wolcott's "Four Models of Corporate Entrepreneurship"
- Platform Business Models

- Overview of Platforms
- Platforms Types
- Platform Business Model Map

• Day 03

Overview of Customer Networks

- Customer Network Paradigm
- Marketing Funnel

Introduction to Digital Customer Behaviours

- Access Strategy
- Engage Strategy
- Customise Strategy

Module 4: Find your Blind Spots

- Management Practices and Orthodoxies that Stifle Innovation

• Day 04

Module 5: Innovation Under Uncertainty

- Decision-making barriers
- Basics of Big Data at Work
- New Unstructured Data Sources
- Unstructured Data Tools
- Templates of Value
- Incomplete or unreliable data

• Day 05

Module 6: Artificial Intelligence and New Analytical Methods

- Artificial Intelligence (AI) in Business
- Basics of Machine Learning (ML)
- How to Apply AI and ML in Business
- Practical analytical methods to drive revenue

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2025	Dec. 18, 2025	5 days	4250.00 \$	Qatar - El Doha