



Digital Transformation and Innovation

Digital Transformation

Course Introduction

Digital transformation is a hot topic but what exactly is it and what does it mean for companies and what does digital transformation and customer experience means to the employee and supervisors? This training course is designed to provide participants with the cover about the essential concepts of digital transformation including customer experiences and Industry 4.0 technology trends like Bigdata, IOT, blockchain, Cloud computing, Data.

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

Learning Objectives

- Describe the underlying economics of innovation, technology, and market disruptions
- Weigh the pros and cons of current digital technologies Trends
- Learn how Customer experience drive digital transformation
- Recognize Digital transformation challenges
- Identify roots of digital transformation and where it is heading to in the future.
- Acquire knowledge about real cases from different industries to show you how industries are evolving with the changes.

- Understand how to overcome the challenges of digital transformation projects.

Course Outline

• Day 01

What is Digital Transformation?

- Introduction to Digital Transformation
- Why Digital Transformation Matters?
- Impact of Digital Transformation on Business
- Digital Transformation Stages: The power of Exponential
- The 4 Main Areas of Digital Transformation.
- Digital Transformation challenges in MENA
- Waves of digital disruption and opportunity
- Lessons from the original industrial revolution

Getting FIT for a Digital Age

- How does digital transformation impact the employee experience?
- Keys to effective Employee in a digital age
- From threat to opportunity
- Industry value chain
- What does it mean to be tech savvy?
- Boosting teams Digital Transformation skills.

• Day 02

Technology Trends of Yesterday

- Introduction to Technology Trends

- Big Data
- Cloud computing

Technology Trends of Today

- Internet of things
- Artificial Intelligence
- Machine Learning

Technology Trends of Tomorrow

- Edge Computing
- Blockchain

• Day 03

Follow the Value

- Prioritising digital opportunities
- Emergence of sharing economy
- Value Creation and Value Capture
- B 2 B value creation
- Willingness to pay
- Social Value

Competing with Value

- Achieving product market fit
- Seeing the Big Picture
- Company value chain
- Driving a leap in value
- Value capture
- Sustaining superior value creation
- Positive feedback
- Added value
- Competitive pressures
- Support functions in a digital age
- Examples of successful digital transformations
- What is the future of digital transformation?

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai