



Consulting and Training | Reach New Heights

Course Name

Digital Transformation in Business Management

Sector Name

Digital Transformation and Innovation

Document Type

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Digital Transformation in Business Management

Course Introduction

This program from **BOOST** is designed to equip managers, team leaders, and business professionals with the skills and knowledge to lead and manage digital transformation initiatives within their organizations.

Through a blend of strategy, technology, and change management principles, participants will learn how to leverage digital tools to optimize processes, enhance customer experience, and drive innovation. The course covers real-world case studies, best practices, and hands-on activities to ensure participants can immediately apply learned concepts in their workplace.

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Target Audience

- ✓ Business leaders, managers, and department heads
- ✓ Digital transformation and innovation teams
- ✓ Project managers and change leaders
- ✓ Business process managers and analysts
- ✓ IT managers and digital strategy professionals

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Learning Objectives

- ✓ Understand the fundamentals and drivers of digital transformation in modern business.
- ✓ Assess organizational readiness and develop a digital transformation roadmap.
- ✓ Apply emerging technologies to improve efficiency, innovation, and decision-making.
- ✓ Integrate digital strategies with business objectives for sustainable growth.
- ✓ Lead change initiatives and manage cultural shifts in the digital era.
- ✓ Monitor, measure, and continuously improve digital transformation outcomes.

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Course Outline

✓ DAY 01

Introduction to Digital Transformation

- ✓ Understanding digital transformation: Definition, scope, and importance
- ✓ Key drivers of digital change in business
- ✓ Digital transformation vs. digitization vs. digitalization
- ✓ The role of leadership in digital change
- ✓ Workshop: Identifying digital opportunities in your organization

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Course Outline

✓ Day 02

Technologies Enabling Digital Transformation

- ✓ Overview of emerging technologies: AI, IoT, blockchain, cloud computing, big data, RPA
- ✓ Choosing the right technology for business objectives
- ✓ Cybersecurity and data protection considerations
- ✓ Digital tools for communication, collaboration, and productivity
- ✓ Group exercise: Technology selection for a business scenario

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Course Outline

✓ Day 03

Strategy and Roadmap Development

- ✓ Linking digital transformation to corporate strategy
- ✓ Assessing organizational readiness for change
- ✓ Designing a digital transformation roadmap
- ✓ Resource allocation and budgeting for digital projects
- ✓ Risk assessment and mitigation in digital initiatives
- ✓ Workshop: Drafting your organization's digital transformation plan

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Course Outline

✓ Day 04

Change Management in the Digital Era

- ✓ Cultural and organizational barriers to digital adoption
- ✓ Change management models (Kotter's 8 Steps, ADKAR)
- ✓ Engaging stakeholders and gaining buy-in
- ✓ Training and upskilling employees for digital success
- ✓ Communication strategies during transformation

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Course Outline

✓ Day 05

Measuring Success and Sustaining Transformation

- ✓ KPIs and metrics for digital transformation success
- ✓ Continuous improvement in digital projects
- ✓ Future trends and evolving technologies

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Digital Transformation in Business Management

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 2, 2026	Nov. 6, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Jan. 10, 2027	Jan. 14, 2027	5 days	4250.00 \$	KSA , Riyadh
June 7, 2027	June 11, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 16, 2027	Aug. 20, 2027	5 days	4950.00 \$	Netherlands , Amsterdam

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