



Consulting and Training | Reach New Heights

Course Name

# Leading you Organization's Digital Transformation — Harvard

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Sector Name

Digital Transformation and Innovation

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## Leading your Organization's Digital Transformation — Harvard

### Course Introduction

Companies make daily decisions to stay ahead in the digital era. Some organizations lay the strategic foundations for their future, while others get bogged down in secondary concerns that can lead to decline.

Digital technologies—such as cloud computing, data analytics, and artificial intelligence (AI)—have transformed the way organizations operate, compete, and deliver value.

**It is therefore essential for entrepreneurs and managers to understand:**

- ✓ The impact of emerging technologies and the competitive landscape in which they evolve.
- ✓ The modern leadership skills and capabilities required to succeed in these rapidly changing environments.

**The program is structured around four main pillars:**

- ✓ How technological change impacts the global competitive landscape.
- ✓ Challenges and opportunities for businesses and leaders—whether established or new competitors—and how to assess readiness and implement strategies for competitive advantage.
- ✓ How technological transformations reshape the nature of work and the importance of developing human capital as a critical organizational asset.

How leaders can adopt a forward-looking vision to protect investments and accelerate professional and organizational growth.

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### Target Audience

- ✓ C-suite Executives and Senior Leaders
- ✓ Business Unit Heads and Department Leaders
- ✓ Digital Transformation and Innovation Leaders

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### Learning Objectives

- ✓ Understand how and why digital platforms and technologies provide unprecedented advantages in scaling and reach.
- ✓ Evaluate investment opportunities in digital technologies that drive growth.
- ✓ Analyze the strategies of new and established competitors in leading technologies (e.g., cloud services) to craft competitive strategies for their organizations.
- ✓ Assess the impact of emerging technologies on their industries and explore strategies to address these changes.
- ✓ Recognize the role of AI in shaping the future of work and develop strategies to prevent skills gaps within their organizations.
- ✓ Discover practical ways to integrate digital strategies and tools into workflows to drive growth, leveraging insights from program guest Tim Kennedy (CMO of YouScience, award-winning B2B marketing executive with experience at Microsoft, Amazon, and Cisco).

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## Leading you Organization's Digital Transformation – Harvard

### Course Outline

#### ✓ DAY 01

##### **Understanding Digital Disruption**

- ✓ Scalable technologies and innovative business models
- ✓ Exercise: Invest or not?
- ✓ Case study: Cloud Wars – Early Decisions and Turning Points

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### Course Outline

#### ✓ Day 02

##### **New Competitor vs. Established Competitor**

- ✓ Anticipating future disruptions
- ✓ The future of work
- ✓ Leading digital transformation of your most valuable assets: your employees
- ✓ Case study: Scaling, Growth, and Building the Future

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### Course Outline

#### ✓ Day 03

##### **Digital Transformation Strategies**

- ✓ Applying behavioral design to evaluate and build your optimal path toward digital differentiation
- ✓ Building your digital business strategy
- ✓ Integrating all pillars and extracting key lessons

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## Leading you Organization's Digital Transformation — Harvard

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 7, 2027	June 9, 2027	3 days	5265.00 \$	USA , California
July 26, 2026	July 28, 2026	3 days	4250.00 \$	KSA , Riyadh
Nov. 29, 2026	Dec. 1, 2026	3 days	1550.00 \$	Virtual , Online

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