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Course Name

Digital Transformation: Aligning Business Strategy with IT Execution

Sector Name

Digital Transformation and Innovation

Document Type

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Digital Transformation: Aligning Business Strategy with IT Execution

Course Introduction

As organizations accelerate digital transformation, the gap between business strategy and IT execution becomes a critical risk.

This course equips professionals with strategic thinking capabilities to align business objectives with digital and IT initiatives while effectively engaging internal and external stakeholders. Participants will learn how to translate strategic goals into executable digital priorities, manage expectations across diverse parties, and ensure alignment between vision, execution, and outcomes.

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Digital Transformation: Aligning Business Strategy with IT Execution

Target Audience

- ✓ Senior Executives and Business Leaders
- ✓ Digital Transformation Leaders and Innovation Managers
- ✓ IT Managers and Technology Leaders

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Learning Objectives

- ✓ Interpret business strategy and translate it into actionable IT and digital initiatives.
- ✓ Align digital transformation efforts with organizational goals and value drivers.
- ✓ Apply strategic thinking frameworks to complex business-technology decisions.
- ✓ Engage and manage expectations of internal and external stakeholders effectively.
- ✓ Balance strategic intent, execution capability, and stakeholder priorities.
- ✓ Strengthen governance and communication across business and IT functions.

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Course Outline

✓ DAY 01

Strategic Thinking and Business-IT Alignment Fundamentals

- ✓ Principles of strategic thinking in modern organizations
- ✓ Understanding business strategy: goals, value drivers, and competitive advantage
- ✓ Role of IT and digital capabilities in executing business strategy
- ✓ Common causes of misalignment between business and IT
- ✓ Strategic alignment models and frameworks

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Course Outline

✓ Day 02

Translating Business Strategy into Digital and IT Priorities

- ✓ Mapping business objectives to digital transformation initiatives
- ✓ Defining strategic outcomes, capabilities, and success criteria
- ✓ Prioritization of IT initiatives based on business value
- ✓ Balancing innovation, operational efficiency, and risk
- ✓ Building a shared strategic language between business and IT

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Course Outline

✓ Day 03

Strategic Decision-Making in Digital Transformation

- ✓ Evaluating digital opportunities and technology investments
- ✓ Assessing organizational readiness and execution capability
- ✓ Managing trade-offs between speed, cost, and value
- ✓ Risk assessment and mitigation in digital initiatives
- ✓ Aligning long-term strategy with short-term execution realities

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Course Outline

✓ Day 04

Stakeholder Engagement and Expectation Management

- ✓ Identifying internal and external stakeholders in digital initiatives
- ✓ Understanding stakeholder interests, influence, and expectations
- ✓ Strategic communication and alignment techniques
- ✓ Managing conflicts, resistance, and competing priorities
- ✓ Governance structures for stakeholder coordination

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Course Outline

✓ Day 05

Strategy Execution, Governance, and Continuous Alignment

- ✓ Monitoring execution against strategic objectives
- ✓ Performance measurement for business-IT alignment
- ✓ Adjusting strategy based on execution feedback and outcomes
- ✓ Sustaining alignment across changing business and technology landscapes
- ✓ Building a strategic roadmap for ongoing business-IT integration

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	2150.00 \$	Virtual , Online
Nov. 1, 2026	Nov. 5, 2026	5 days	4250.00 \$	KSA , Riyadh
Aug. 24, 2026	Aug. 28, 2026	5 days	4250.00 \$	UAE , Dubai
March 28, 2027	April 1, 2027	5 days	4950.00 \$	Spain , Madrid

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