

Course Name

Measuring Digital Value and Transformation Impact

Sector Name

Digital Transformation and Innovation

Document Type

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Measuring Digital Value and Transformation Impact

Course Introduction

Completing digital projects on time or deploying new technologies does not necessarily mean that transformation has created value. Organizations may successfully launch platforms, automation, digital services, or new capabilities while seeing limited improvement in adoption, efficiency, customer outcomes, or business performance.

The real measurement challenge is therefore connecting what has been delivered to what has changed.

BOOST Consulting & Training presents **Measuring Digital Value and Transformation Impact** as a practical program focused on moving beyond implementation metrics to measure the real outcomes of digital transformation.

Participants will learn how to define value expectations, connect digital initiatives to measurable business outcomes, build balanced indicators across adoption, operational performance, customer impact, and business value, and use evidence to improve transformation decisions and strengthen value realization.

Measuring Digital Value and Transformation Impact

Target Audience

This program is designed for Digital Transformation Professionals, Strategy and Performance Professionals, Program Managers, and Business Managers responsible for transformation outcomes.

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Measuring Digital Value and Transformation Impact

Learning Objectives

- ✓ Translate digital transformation objectives into measurable value outcomes.
- ✓ Distinguish delivery metrics from adoption, outcome, and value measures.
- ✓ Build clear links between digital initiatives and business performance.
- ✓ Select meaningful indicators across operational, customer, employee, and financial dimensions.
- ✓ Establish baselines and targets for transformation measurement.
- ✓ Diagnose gaps between expected and realized digital value.
- ✓ Use transformation evidence to guide improvement and investment decisions.

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Course Outline

✓ DAY 01

Defining What Digital Value Really Means

Moving Beyond Digital Delivery

- ✓ Distinguishing outputs, adoption, outcomes, impact, and realized value
- ✓ Recognizing why implementation milestones alone provide an incomplete picture
- ✓ Identifying different forms of value created through digital transformation

Defining the Intended Transformation Outcome

- ✓ Connecting transformation objectives to specific business and stakeholder outcomes
- ✓ Clarifying what should improve and for whom the initiative succeeds
- ✓ Building a Digital Value Outcome Map

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Course Outline

✓ DAY 02

Building the Measurement Logic

Connecting Activity to Business Impact

- ✓ Mapping the pathway from digital capability to adoption, behavior, outcome, and value
- ✓ Identifying assumptions linking implementation to expected performance improvement
- ✓ Recognizing where value can weaken or disappear along the transformation pathway

Establishing Baselines and Targets

- ✓ Defining the current performance position before measuring change
- ✓ Selecting realistic targets aligned with expected transformation impact
- ✓ Establishing appropriate time horizons for different value outcomes

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Course Outline

✓ DAY 03

Selecting Measures That Reveal Real Progress

Measuring Adoption and Operational Change

- ✓ Tracking meaningful usage, proficiency, process performance, and productivity
- ✓ Distinguishing active adoption from access or superficial system use
- ✓ Selecting leading indicators that reveal whether transformation is taking hold

Measuring Customer and Business Outcomes

- ✓ Connecting digital change to customer effort, experience, retention, or service outcomes
- ✓ Measuring financial and non-financial business value
- ✓ Creating a balanced Digital Transformation Measurement Framework

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✓ DAY 04

Diagnosing Value Gaps

Reading Transformation Performance

- ✓ Comparing expected outcomes with actual performance evidence
- ✓ Identifying patterns across adoption, operations, customers, and business results
- ✓ Distinguishing temporary performance variation from meaningful value gaps

Finding Where Value Is Being Lost

- ✓ Diagnosing weaknesses in adoption, process design, capability, implementation, or assumptions
- ✓ Identifying unintended consequences and displaced performance problems
- ✓ Prioritizing corrective action according to value impact

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✓ DAY 05

Turning Measurement into Better Transformation Decisions

Creating Decision-Focused Performance Visibility

- ✓ Designing dashboards around decisions rather than excessive metrics
- ✓ Connecting indicators to action thresholds and management attention
- ✓ Communicating transformation impacts clearly on different stakeholders

Digital Value Review Challenge

- ✓ Evaluating the performance of a transformation initiative from mixed evidence
- ✓ Recommending continuing, adjusting, accelerating, or reconsidering decisions
- ✓ Developing a Digital Value Measurement Plan for workplace application

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2026	Dec. 18, 2026	5 days	4250.00 \$	UAE , Dubai

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