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Course Name

Turning Digital Ambition into Business Value

Sector Name

Digital Transformation and Innovation

Document Type

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Turning Digital Ambition into Business Value

Course Introduction

Digital transformation often begins with ambitious ideas, new technologies, and a growing portfolio of initiatives. Yet digital activity does not automatically create business value.

Organizations can invest significant time and resources in platforms, automation, data, and emerging technologies without clearly connecting those investments to the problems they need to solve, the outcomes they need to improve, or the value they expect to create.

BOOST Consulting & Training presents **Turning Digital Ambition into Business Value** as a practical program designed to shift digital transformation from technology-led activity to value-driven business change.

Participants will learn how to translate digital ambitions into clearly defined business opportunities, connect initiatives to measurable outcomes, evaluate value potential, prioritize investments, and build practical value cases that guide digital transformation from initial ambition through execution and realized impact.

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Target Audience

This program is designed for Digital Transformation Professionals, Business and Strategy Managers, Innovation Professionals, and managers involved in digital initiatives and investment decisions.

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Learning Objectives

- ✓ Translate broad digital ambitions into clearly defined business opportunities.
- ✓ Identify business problems and outcomes that justify digital intervention.
- ✓ Connect digital capabilities with operational, customer, and strategic value.
- ✓ Evaluate digital initiatives according to value potential, feasibility, and business relevance.
- ✓ Build practical value cases for proposed digital initiatives.
- ✓ Prioritize digital investments using evidence-based criteria.
- ✓ Track whether expected digital value is being translated into actual business outcomes.

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Course Outline

✓ DAY 01

Moving from Digital Ambition to Business Need

Starting with Business, Not the Technology

- ✓ Distinguishing digital activity from meaningful business transformation
- ✓ Identifying business problems, constraints, and opportunities worth addressing
- ✓ Challenging technology-first assumptions before defining solutions

Defining the Transformation Opportunity

- ✓ Connecting business needs to operational, customer, and strategic outcomes
- ✓ Establishing the current-state performance gap and desired future outcome
- ✓ Creating a clear Digital Opportunity Statement

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Course Outline

✓ DAY 02

Discovering Where Digital Can Create Value

Connecting Digital Capabilities to Business Outcomes

- ✓ Exploring how digital capabilities can improve revenue, cost, speed, quality, and experience
- ✓ Matching technology possibilities to specific business needs
- ✓ Avoiding digital investment where simpler interventions can deliver the required outcome

Mapping the Value Potential

- ✓ Identifying direct, indirect, tangible, and enabling sources of value
- ✓ Recognizing value for customers, employees, operations, and the wider organization
- ✓ Building a Digital Value Map around the transformation opportunity

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Course Outline

✓ DAY 03

Turning Opportunities into Investable Initiatives

Shaping the Digital Initiative

- ✓ Defining scope around outcomes rather than technology features
- ✓ Identifying capabilities, stakeholders, dependencies, and critical assumptions
- ✓ Establishing what must be validated before significant investment

Building the Value Case

- ✓ Connecting expected benefits with investment, effort, risk, and time
- ✓ Defining measurable indicators of successful value creation
- ✓ Developing a concise Digital Initiative Value Case

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Course Outline

✓ DAY 04

Choosing Where to Invest

Comparing Digital Opportunities

- ✓ Evaluating initiatives against value potential, feasibility, urgency, and strategic relevance
- ✓ Identifying competing demands and opportunity costs
- ✓ Distinguishing attractive ideas from investment-worthy initiatives

Making Better Digital Investment Decisions

- ✓ Prioritizing initiatives using transparent decision criteria
- ✓ Balancing quick wins with longer-term transformation opportunities
- ✓ Making proceed, reshape, defer, or stop decisions based on evidence

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✓ DAY 05

Moving from Expected Value to Realized Value

Keeping Value Visible During Execution

- ✓ Translating expected benefits into measurable transformation outcomes
- ✓ Tracking leading indicators before full business benefits are realized
- ✓ Recognizing early signs of value leakage during implementation

Digital Value Realization Challenge

- ✓ Evaluating a portfolio of competing digital initiatives in a realistic simulation
- ✓ Defending investment and prioritization decisions against changing conditions
- ✓ Developing a Digital Value Realization 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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