



Consulting and Training | Reach New Heights

Course Name

Digital Strategy 2.0: Navigating the Next Generation

Sector Name

Digital Transformation and Innovation

Document Type

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Digital Strategy 2.0: Navigating the Next Generation

Course Introduction

In today's rapidly evolving business landscape, organizations are continually challenged to adapt to disruptive technologies, changing customer expectations, and emerging market trends.

Digital Transformation Strategy 2.0

Digital transformation has emerged as a critical imperative for organizations seeking to thrive in this dynamic environment.

Digital Transformation Strategy 2.0 represents the next evolution in this journey, incorporating emerging technologies, agile methodologies, customer-centric approaches, and a culture of innovation.

This comprehensive 5-day program is designed to equip participants with the knowledge.

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Target Audience

- ✓ Chief Digital Officers (CDOs)
- ✓ Chief Technology Officers (CTOs)
- ✓ Chief Marketing Officers (CMOs)
- ✓ Digital Transformation Managers
- ✓ IT Directors
- ✓ Business Analysts
- ✓ Product Managers
- ✓ Strategy Consultants
- ✓ Data Analysts
- ✓ Innovation Managers

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Learning Objectives

- ✓ Understand the fundamentals of digital transformation, including its definition, importance, and key drivers.
- ✓ Explore the evolution from Digital Transformation 1.0 to 2.0, and identify emerging trends shaping the next generation of digital strategies.
- ✓ Gain familiarity with leading digital transformation frameworks and methodologies, and learn how to select and apply the most appropriate framework for organizational needs.
- ✓ Explore next-generation technologies such as AI, IoT, and blockchain, and understand their potential impact on business models and operations.
- ✓ Develop a customer-centric mindset and learn how to leverage design thinking principles to drive digital innovation and improve customer experiences.
- ✓ Acquire practical skills in data-driven decision-making, including data analytics tools and techniques for deriving actionable insights.
- ✓ Understand agile and lean methodologies, and learn how to apply them to drive agility and innovation in organizational processes.
- ✓ Develop effective change management strategies to overcome resistance and foster organizational buy-in for digital transformation initiatives.

- ✓ Explore the characteristics of effective digital leadership and learn how to cultivate a culture of innovation and collaboration within your organization.
- ✓ Gain an understanding of cybersecurity risks in the digital age, and learn how to implement effective cybersecurity risk management strategies to safeguard digital transformation initiatives.

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Course Outline

✓ Day 01

Understanding Digital Transformation

- ✓ Introduction to Digital Transformation: Definition, importance, and key drivers.
- ✓ Evolution from Digital Transformation 1.0 to 2.0: Key differences and emerging trends.
- ✓ Examples of successful digital transformation initiatives.

Digital Transformation Frameworks

- ✓ Overview of digital transformation frameworks: e.g., McKinsey's 7S model, Kotter's 8-step process, etc.
- ✓ Choosing the right framework for your organization's needs.
- ✓ Applying frameworks to real-world scenarios.

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Course Outline

✓ Day 02

Next-Generation Technologies

- ✓ Exploring disruptive technologies: AI, IoT, blockchain, etc.
- ✓ Impact of emerging technologies on business models and operations.
- ✓ Experimenting with a selection of next-gen technologies.

Customer-Centric Digital Transformation

- ✓ Understanding customer journeys in the digital age.
- ✓ Design thinking principles for customer-centricity.
- ✓ Mapping customer journeys and identifying pain points.

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Course Outline

✓ Day 03

Data-Driven Decision Making

- ✓ Importance of data in digital transformation.
- ✓ Data analytics tools and techniques.
- ✓ How data-driven insights can drive business transformation.

Agile and Lean Practices

- ✓ Introduction to agile and lean methodologies.
- ✓ Agile transformation strategies for traditional organizations.
- ✓ Implementing agile practices in a non-tech context.

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Course Outline

✓ Day 04

Change Management in Digital Transformation

- ✓ Understanding resistance to change.
- ✓ Change management frameworks and best practices.
- ✓ Managing resistance and fostering buy-in.

Digital Leadership and Culture

- ✓ Characteristics of effective digital leaders.
- ✓ Building a culture of innovation and experimentation.
- ✓ Enhancing digital leadership skills.

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Course Outline

✓ Day 05

Cybersecurity in Digital Transformation

- ✓ Importance of cybersecurity in a digital-first world.
- ✓ Cybersecurity risk management strategies.
- ✓ Responding to a cyber incident in a digital transformation context.

Creating a Digital Transformation Roadmap

- ✓ Developing a digital transformation strategy 2.0 roadmap.
- ✓ Prioritizing initiatives and setting measurable goals.
- ✓ Final project: Participants create a digital transformation roadmap for their organization.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 7, 2026	Sept. 11, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 9, 2026	Nov. 13, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai
April 19, 2027	April 23, 2027	5 days	4950.00 \$	Austria , Vienna
June 8, 2026	June 12, 2026	5 days	4250.00 \$	UAE , Dubai

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