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Course Name

Digital Innovation Stategy and Management

Sector Name

Digital Transformation and Innovation

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Digital Innovation Stategy and Management

Course Introduction

Evolution in the digital world has been so rapid that organizations need to be flexible and adapt to the ever-changing environment in order to remain competitive in providing value to their customers. This training course is designed to provide participants with the strategic tools to become a technology-centric organization that integrates digital capabilities into its operating, customer, and business models to achieve sustainable growth.

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Target Audience

- ✓ Business and technology leaders
- ✓ Business Unit Managers
- ✓ Business Development Consultants
- ✓ General Managers / Regional Managers
- ✓ Senior and mid-level leaders
- ✓ Individual leaders of all levels in the organization
- ✓ Art Director
- ✓ Marketing Consultants
- ✓ Marketing Development Manager

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Learning Objectives

- ✓ Gain a comprehensive understanding of the frameworks to infuse technology advancements into the organization.
- ✓ Explore successful business models that drive innovation.
- ✓ Utilize data and artificial intelligence, and allow new ideas to emerge.
- ✓ Obtain an in-depth understanding of the organization’s customers.
- ✓ Enhance the ability to adapt to changing customer demands, make faster, more impactful data-driven decisions.
- ✓ Contribute to the establishment of an organizational culture that drives innovation through digital transformation.

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Course Outline

✓ Day 01

Module 1: Global Marco Trends: Strategic Risk Management Frameworks

Business Innovation Through Experimentation

- ✓ Principles of Experimentation
- ✓ Convergent Experimental Method
- ✓ Divergent Experimental Method
- ✓ Value Proposition Adaptation

Module 2: Digital Innovation Strategy and Foresight

- ✓ Industry ecosystems from raw materials to end users
- ✓ The Innovation Radar

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Course Outline

✓ Day 02

Module 3: Making Innovation Happen: Structure, Process, Culture, and Leadership

- ✓ Quantifiable innovation models
- ✓ Professor Wolcott’s “Four Models of Corporate Entrepreneurship”
- ✓ Platform Business Models
- ✓ Overview of Platforms
- ✓ Platforms Types
- ✓ Platform Business Model Map

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Course Outline

✓ Day 03

Overview of Customer Networks

- ✓ Customer Network Paradigm
- ✓ Marketing Funnel

Introduction to Digital Customer Behaviours

- ✓ Access Strategy
- ✓ Engage Strategy
- ✓ Customise Strategy

Module 4: Find your Blind Spots

- ✓ Management Practices and Orthodoxies that Stifle Innovation

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Course Outline

✓ Day 04

Module 5: Innovation Under Uncertainty

- ✓ Decision-making barriers
- ✓ Basics of Big Data at Work
- ✓ New Unstructured Data Sources
- ✓ Unstructured Data Tools
- ✓ Templates of Value
- ✓ Incomplete or unreliable data

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Course Outline

✓ Day 05

Module 6: Artificial Intelligence and New Analytical Methods

- ✓ Artificial Intelligence (AI) in Business
- ✓ Basics of Machine Learning (ML)
- ✓ How to Apply AI and ML in Business
- ✓ Practical analytical methods to drive revenue

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 27, 2026	Dec. 31, 2026	5 days	4250.00 $	KSA , Riyadh
Jan. 25, 2027	Jan. 29, 2027	5 days	4950.00 $	Spain , Barcelona
June 28, 2027	July 2, 2027	5 days	4250.00 $	UAE , Dubai
Sept. 13, 2027	Sept. 17, 2027	5 days	4250.00 $	UAE , Abu Dhabi

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