



Consulting and Training | Reach New Heights

**Course Name**

# Digital Transformation

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**Sector Name**

Digital Transformation and Innovation

**Document Type**

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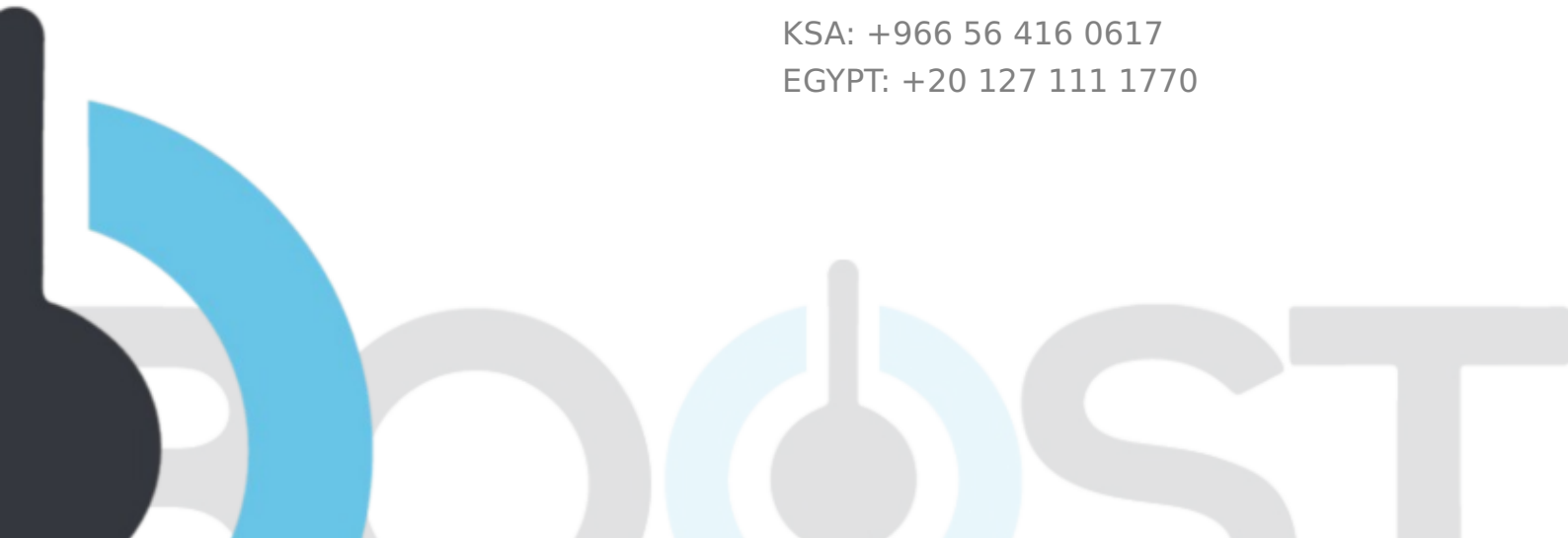
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## Digital Transformation

### Course Introduction

The Digital Transformation course is designed to help professionals and organizations understand how technology is reshaping modern business models, operations, and customer experiences. It focuses on how companies use digital tools and strategies to improve efficiency, innovation, and competitiveness.

**This course covers** the fundamentals of digital transformation strategy, including how businesses adopt technologies such as cloud computing, artificial intelligence, data analytics, automation, and Internet of Things (IoT) to improve decision-making and operational performance.

Learners will explore how digital transformation impacts different industries by changing traditional processes into smarter, faster, and more connected systems. The course explains how organizations redesign workflows, improve customer experience, and create new digital business models.

A key focus is on enterprise digital strategy, including change management, digital leadership, and innovation frameworks that support large-scale transformation initiatives. Participants will also

understand how data-driven decision-making improves business agility and competitiveness.

**The course** also highlights the role of Industry 4.0 technologies, such as smart manufacturing, robotics, and AI-powered systems, in transforming industrial operations and supply chains.

In addition, learners will study real-world applications of digital transformation in banking, healthcare, retail, energy, and government sectors. It also covers challenges such as cybersecurity risks, workforce adaptation, and organizational resistance to change.

**This course** is ideal for business managers, IT professionals, consultants, entrepreneurs, and anyone interested in modern digital business strategies.

**By completing this course**, learners will gain a strong understanding of how to lead or support digital transformation initiatives, enabling organizations to become more innovative, efficient, and future-ready in a rapidly changing digital economy.

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## Digital Transformation

### 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

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### Learning Objectives

- ✓ Describe the underlying economics of innovation, technology, and market disruptions
- ✓ Weigh the pros and cons of current digital technologies and Trends
- ✓ Learn how Customer experience drives digital transformation
- ✓ Recognize Digital transformation challenges
- ✓ Identify the roots of digital transformation and where it is heading in the future.
- ✓ Acquire knowledge about real cases from different industries to show you how industries are evolving with the changes.
- ✓ Understand how to overcome the challenges of digital transformation projects.

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## Digital Transformation

### Course Outline

#### ✓ Day 01

##### **What is Digital Transformation?**

- ✓ Introduction to Digital Transformation
- ✓ Why Digital Transformation Matters?
- ✓ Impact of Digital Transformation on Business
- ✓ Digital Transformation Stages: The power of Exponential
- ✓ The 4 Main Areas of Digital Transformation.
- ✓ Digital Transformation Challenges in MENA
- ✓ Waves of digital disruption and opportunity
- ✓ Lessons from the original industrial revolution

##### **Getting FIT for a Digital Age**

- ✓ How does digital transformation impact the employee experience?
- ✓ Keys to effective employees in a digital age
- ✓ From threat to opportunity
- ✓ Industry value chain
- ✓ What does it mean to be tech-savvy?
- ✓ Boosting teams' Digital Transformation skills.



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## Digital Transformation

### Course Outline

#### ✓ Day 02

##### **Technology Trends of Yesterday**

- ✓ Introduction to Technology Trends
- ✓ Big Data
- ✓ Cloud computing

##### **Technology Trends of Today**

- ✓ Internet of Things
- ✓ Artificial Intelligence
- ✓ Machine Learning

##### **Technology Trends of Tomorrow**

- ✓ Edge Computing
- ✓ Blockchain

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### Course Outline

#### ✓ Day 03

##### **Follow the Value**

- ✓ Prioritising digital opportunities
- ✓ Emergence of sharing economy
- ✓ Value Creation and Value Capture
- ✓ B 2 B value creation
- ✓ Willingness to pay
- ✓ Social Value

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## Digital Transformation

### Course Outline

#### ✓ Day 04

##### **Competing with Value**

- ✓ Achieving product market fit
- ✓ Seeing the Big Picture
- ✓ Company value chain
- ✓ Driving a leap in value
- ✓ Value capture
- ✓ Sustaining superior value creation

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### Course Outline

#### ✓ Day 05

##### **Positive feedback**

- ✓ Added value
- ✓ Competitive pressures
- ✓ Support functions in a digital age
- ✓ Examples of successful digital transformations
- ✓ What is the future of digital transformation?

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## Digital Transformation

### Confirmed Sessions

| FROM           | TO             | DURATION | FEES       | LOCATION         |
|----------------|----------------|----------|------------|------------------|
| Jan. 11, 2027  | Jan. 15, 2027  | 5 days   | 4250.00 \$ | UAE , Dubai      |
| April 26, 2027 | April 30, 2027 | 5 days   | 4250.00 \$ | UAE , Abu Dhabi  |
| Dec. 28, 2026  | Jan. 1, 2027   | 5 days   | 4250.00 \$ | UAE , Dubai      |
| Nov. 23, 2026  | Nov. 27, 2026  | 5 days   | 4950.00 \$ | England , London |
| Aug. 30, 2027  | Sept. 3, 2027  | 5 days   | 4950.00 \$ | England , London |

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