

CERTIFIED DIGITAL & BUSINESS TRANSFORMATION LEADER (CDBTL)

COURSE OVERVIEW

This course prepares business leaders and professionals to design, lead, and implement transformation strategies that drive sustainable growth. Focusing on both business strategy and digital tools, participants will explore models, frameworks, and technologies essential for reshaping business models, processes, and cultures in the digital era. The program blends strategic insights with hands-on tools, enabling leaders to align technology with business objectives, foster innovation, and measure transformation success.

TARGET COMPETENCIES

- Strategic transformation
- Business innovation
- Process optimization
- Technology adoption
- Change leadership
- Performance measurement
- Risk management
- Collaboration across business functions

TARGET AUDIENCE

This course is designed for senior executives, managers, and professionals responsible for leading or supporting transformation initiatives. It is particularly relevant to business leaders, strategy managers, digital transformation officers, process improvement specialists, innovation leaders, and consultants engaged in guiding organizational change.

COURSE OBJECTIVES

- By completely attending this course, participants will be able to:
- Link business transformation to strategic objectives and value creation
 - Redesign business models and processes to adapt to disruption
 - Identify and evaluate digital tools that enable transformation
 - Lead organizational change and foster a culture of innovation
 - Build and execute transformation roadmaps effectively
 - Measure transformation impact using KPIs and performance dashboards
 - Mitigate risks and ensure governance in transformation projects
 - Collaborate across teams to deliver successful transformation outcomes

COURSE METHODOLOGY

Instructor-led training sessions, supported by case studies, strategy simulations, interactive group exercises, live demonstrations, guided practice, and peer collaboration to ensure practical application of concepts.

COURSE OUTLINE

FOUNDATIONS OF DIGITAL & BUSINESS TRANSFORMATION

- Business Transformation vs. Digital Transformation
- Global and regional trends shaping transformation
- Identifying drivers of change (market, customer, technology, regulation)
- Transformation readiness and stakeholder mapping

BUSINESS MODEL INNOVATION & PROCESS TRANSFORMATION

- Platform-based and data-driven business models
- Value chain disruption and customer-centric design
- Lean, Agile, and Six Sigma for process optimization
- Tools for business model design and customer journey mapping

TECHNOLOGY AS A STRATEGIC ENABLER

- Cloud, AI/ML, IoT, Blockchain, Big Data, and Cybersecurity
- Technology roadmap aligned with strategy
- Legacy systems with digital adoption
- Tools for data analytics, visualization, and road mapping

CHANGE & BUILDING TRANSFORMATION CULTURE

- Leadership roles in transformation initiatives
- Digital leadership competencies
- Change management frameworks (Kotter, ADKAR)
- Agility and innovation in culture

STRATEGY EXECUTION & MEASURING SUCCESS

- Transformation roadmaps and governance structures
- Prioritizing initiatives and managing risks
- KPIs, OKRs, and performance dashboards

INNOVATION & CONTINUOUS IMPROVEMENT

- Embedding innovation into transformation strategies
- Experimentation, prototyping, and scaling new ideas
- Building internal innovation labs and cross-functional collaboration

RISK MANAGEMENT & GOVERNANCE IN TRANSFORMATION

- Identifying and mitigating digital transformation risks
- Regulatory, compliance, and cybersecurity considerations
- Governance frameworks for monitoring and accountability

SUSTAINABILITY & FUTURE TRENDS

- ESG integration in digital and business transformation
- Green technologies and sustainable business models
- Anticipating future disruptions and staying transformation-ready

To register or for complete course information

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