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LEADERSHIP AND MANAGEMENT | LM-025

# Digital Leadership Programme

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# Course content

## Why Attend

Why Attend Digital transformation is reshaping industries, customer expectations, and ways of working. Leaders must be able to guide organizations through change, adopt emerging technologies, manage risk, and create sustainable digital strategies. This course provides participants with practical tools to lead digital transformation initiatives, build agile cultures, implement innovation, and sustain long-term business value.

Course Methodology This course uses an interactive and practical approach through presentations, case studies, strategy workshops, group discussions, digital planning exercises, leadership activities, and real workplace examples.

## Course Objectives

- Understand the fundamentals of digital transformation
- Identify leadership roles in successful digital change
- Assess risks and opportunities of digital initiatives
- Build cultures that support innovation and adoption
- Design practical digital transformation strategies
- Lead implementation projects effectively
- Measure progress using relevant KPIs
- Sustain momentum and continuous digital improvement

## Target Audience

- Executives and Senior Managers
- Department Heads
- Digital Transformation Leaders
- Project Managers

# Course content

## Target Audience

- Innovation Managers
- Business Owners
- Anyone leading organizational change and technology initiatives

## Target Competencies

- Digital Leadership
- Strategic Thinking
- Change Management
- Innovation Management
- Risk Management
- Stakeholder Engagement
- Project Execution
- Performance Measurement

## Course outline

### Day 1: Foundations of Digital Transformation Leadership

- Understanding today's digital business environment
- Meaning and benefits of digital transformation
- Characteristics of successful transformation journeys
- Common barriers and resistance factors
- Leadership styles for digital environments
- Strategic mindset: think big, start small, scale fast
- Overview of key digital tools and technologies

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### Day 2: Risk, Drivers, and Strategic Integration

- Leadership responsibilities in digital transformation
- Risks linked to digital initiatives and how to manage them
- Different forms of digital transformation projects
- Key business drivers for digital investment
- Emerging technologies and business applications
- Understanding Gartner's Hype Cycle
- Main phases of digital transformation
- Case study: lessons from successful digital initiatives

### Day 3: Preparing the Organisation for Digital Change

- Assessing readiness for digital transformation
- Building a culture open to digital adoption
- Best practices for leading digital change
- Influencing and engaging stakeholders
- Identifying priority areas for transformation
- Building high-performing digital teams
- Cross-functional collaboration for digital success

### Day 4: Developing and Executing Digital Strategy

- Steps to create a digital transformation strategy
- Features of effective digital strategies
- Innovation and disruptive business models
- Evaluating and redesigning business models

# Course content

## Course outline

- Core elements of a digital transformation roadmap
- Activity: Build a practical digital strategy plan

**Day 5: Sustaining Digital Change and Long-Term Value**

- Managing digital transformation projects effectively
- Tools and techniques for strategy execution
- Metrics for measuring transformation success
- Maintaining momentum after implementation
- Continuous improvement and scaling success
- Final presentation of digital strategy plans
- Course review and feedback session

# Seminar dates

## Available seminar dates

Live dates and pricing for Digital Leadership Programme generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 9 - 13 November 2026 | Amsterdam - Netherlands | Classroom | **€3,360.-** |
| 16 - 20 November 2026 | Istanbul - Turkey | Classroom | **€2,560.-** |
| 7 - 11 December 2026 | Paris - France | Classroom | **€3,520.-** |
| 14 - 18 December 2026 | Barcelona - Spain | Classroom | **€3,360.-** |
| 21 - 25 December 2026 | Munich - Germany | Classroom | **€3,400.-** |
| 4 - 8 January 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 1 - 5 February 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 1 - 5 March 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 5 - 9 April 2027 | London - U.K | Classroom | **€3,360.-** |
| 3 - 7 May 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 7 - 11 June 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 5 - 9 July 2027 | London - U.K | Classroom | **€3,360.-** |
| 2 - 6 August 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 6 - 10 September 2027 | London - U.K | Classroom | **€3,360.-** |
| 4 - 8 October 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 1 - 5 November 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 6 - 10 December 2027 | Madrid - Spain | Classroom | **€3,400.-** |