COURSE BROCHURE

Digital Transformation Strategy

An applied course on building a complete digital transformation strategy, from assessing digital maturity and setting ambition to the operating model, roadmap and value tracking.

Code	HT-AI-103
Category	AI & Digital Transformation
Duration	1 week
Level	Intermediate

Introduction

Many organizations buy modern systems and launch new apps, then find their way of working unchanged. Transformation is a strategic choice touching services, processes and people, not a technology project delivered and closed.

Objectives

- Distinguish digitization, digital process improvement and full digital transformation
- Assess the organization's digital maturity and identify priority gaps
- Set a digital ambition and transformation themes linked to organizational strategy
- Design an operating model and governance that support the transformation program
- Build a phased roadmap and a system for tracking the value delivered

Who should attend

- Heads of digital transformation offices and innovation units
- Strategic planning and institutional development officers
- IT managers involved in setting digital direction
- Managers of departments whose services or processes are candidates for transformation

Skills you will develop

- Digital maturity assessment
- Prioritizing transformation initiatives
- Digital operating model design
- Roadmapping and value tracking

Learning Outcomes

- Complete a multi-dimension digital maturity assessment for the participant's organization
- Write a digital ambition statement with three to five transformation themes
- Map an operating model that sets out roles, funding and decision rights
- Prepare a phased roadmap with value indicators for each phase

Course Outline

Day 1: Understanding Digital Transformation

- Digitization, digital improvement and transformation: differences and levels

- Drivers of transformation: user expectations, efficiency and competition
- Assessing digital maturity across strategy, processes, data, technology and people

Day 2: Ambition and Transformation Themes

- Setting a digital ambition and linking it to organizational strategy
- Defining themes: user experience, internal operations and service models
- Building an initiative portfolio and ranking priorities

Day 3: Enabling Capabilities and Technologies

- Data, platforms, integration and cloud as core capabilities
- Where AI and automation fit within a digital strategy
- Dealing with legacy systems and choosing to build, buy or partner

Day 4: Operating Model and People

- From one-off projects to persistent product and service teams
- Governing the transformation program and the role of the digital transformation office
- Digital skills, organizational culture and engaging business units

Day 5: Roadmap and Value Measurement

- Sequencing transformation in phases and flexible funding models
- Value indicators and tracking benefits after launch
- Applied project: a concise digital transformation strategy and phased roadmap for the participant's organization

Training methodology

Applying a digital maturity assessment tool to participants' organizations and comparing results
Group workshops ranking a sample initiative portfolio by value and complexity
Case studies of transformation programs that succeeded and others that stalled over their operating model
A roadmap review session in which participants critique each other's plans

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Istanbul	19 – 23 April 2027	AR	EUR 5,400
Dubai	26 – 30 April 2027	EN	EUR 4,800
London	3 – 7 May 2027	EN	EUR 5,800
Amsterdam	10 – 14 May 2027	AR	EUR 6,100
Online	17 – 21 May 2027	EN	EUR 2,800
Istanbul	18 – 22 October 2027	EN	EUR 5,400
Dubai	25 – 29 October 2027	AR	EUR 4,800
London	1 – 5 November 2027	AR	EUR 5,800

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/digital-transformation-strategy