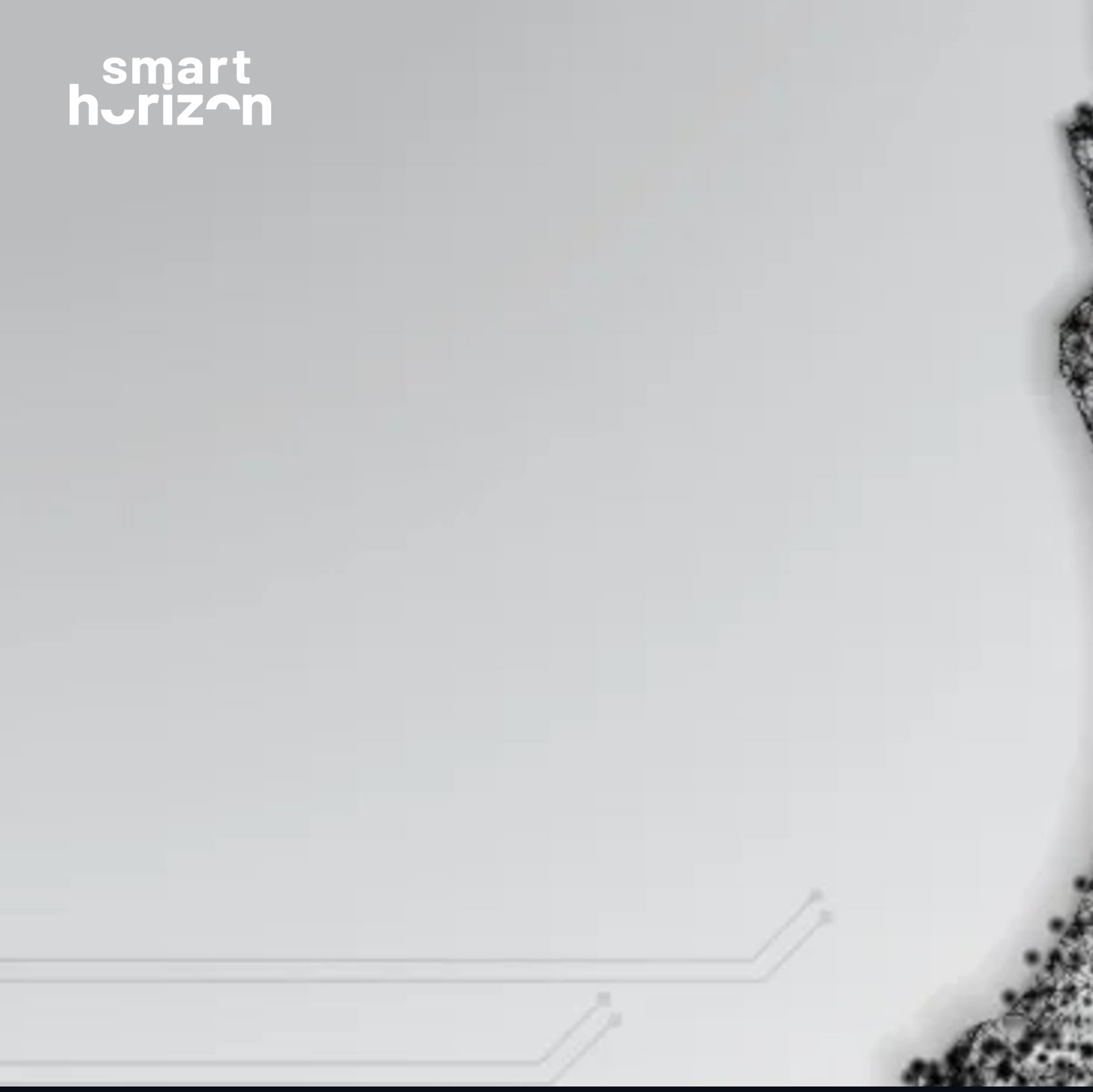


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Digital Transformation Strategy and Leadership

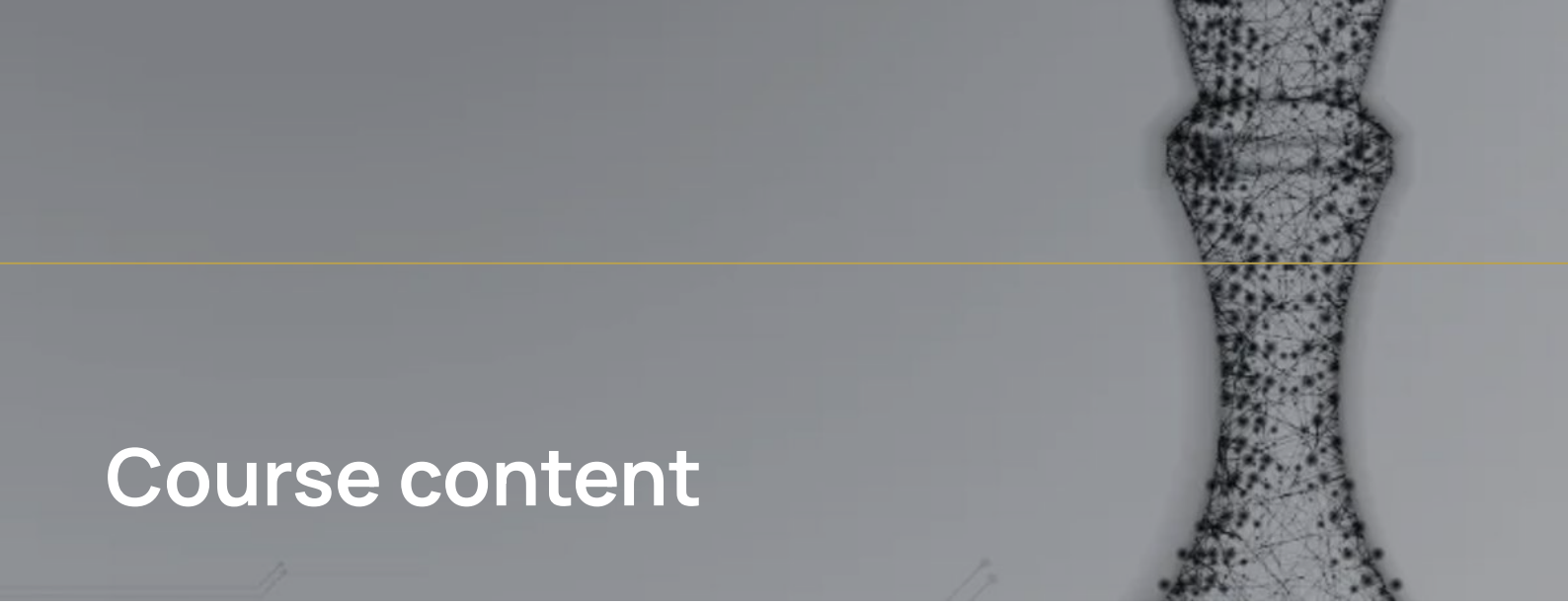
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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https://smart-horizon.eu



Course content

Why attend

Digital transformation requires coordinated changes in strategy, operating models, customer experience, technology, data, processes, and organizational capabilities.

Investing in new technologies without clear business priorities can create fragmented initiatives, rising costs, and limited measurable value. Leaders therefore need a structured approach for deciding where transformation is required, which digital capabilities should be developed, and how implementation will be governed.
This Digital Transformation Strategy and Leadership course develops the strategic and leadership capabilities required to design, prioritize, and execute enterprise transformation initiatives. Participants examine digital business models, customer experience, process modernization, data and AI, cloud platforms, automation, digital governance, organizational culture, and transformation performance. The programme connects technology investment with business strategy and measurable organizational outcomes.

Professional Problems This Course Is Designed to Solve

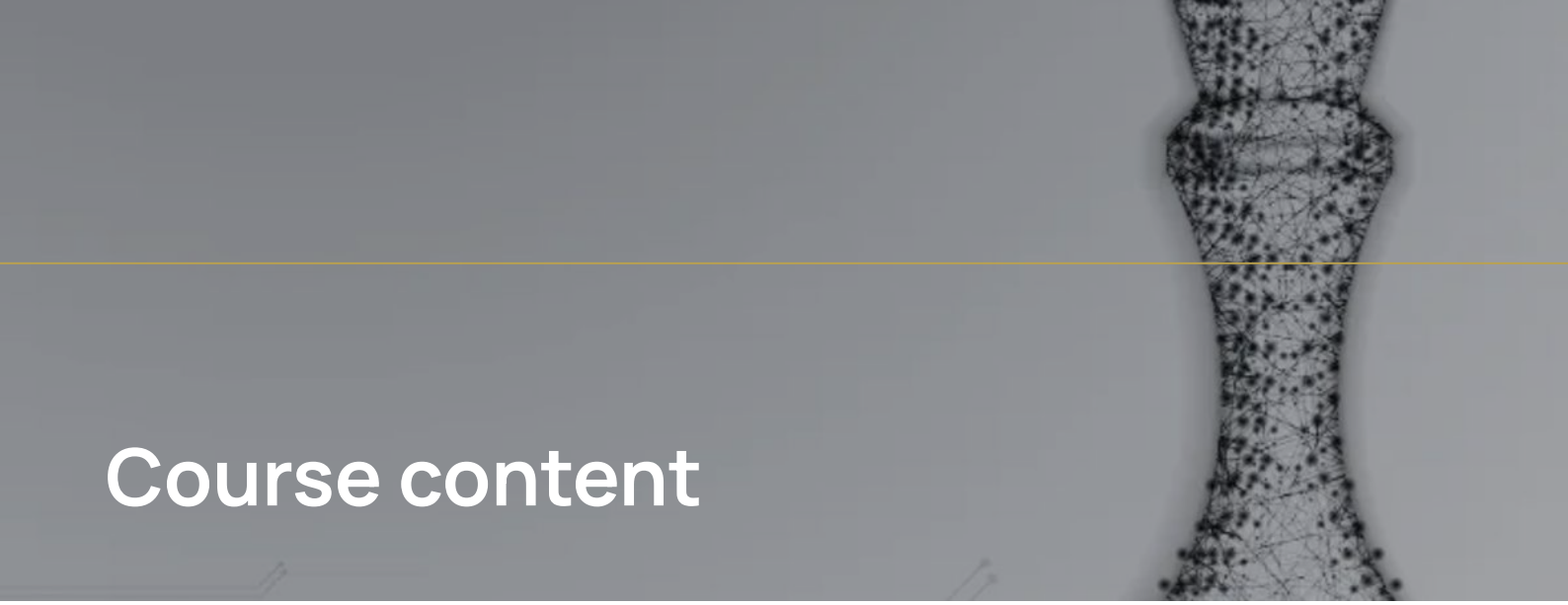
- Digital initiatives disconnected from business strategy.
- Resistance to change and unclear ownership of transformation.
- Difficulty prioritising investments and measuring business value.

Course methodology

The programme combines strategic briefings, digital maturity assessments, transformation case studies, leadership exercises, business model workshops, stakeholder scenarios, and roadmap development. Participants evaluate realistic transformation challenges and progressively build a digital transformation strategy connecting business priorities, technology capabilities, people, governance, investment, and measurable outcomes.

Course objectives

By the end of this course, participants will be able to:
- Develop a digital transformation strategy aligned with organizational objectives
- Assess digital maturity and identify priority transformation opportunities
- Evaluate emerging technologies according to business value rather than technology novelty
- Redesign customer journeys, processes, and operating models for digital delivery
- Connect data, AI, cloud, automation, and digital platforms with strategic priorities
- Prioritize transformation initiatives using value, feasibility, risk, and dependency criteria
- Lead cultural and organizational change associated with digital transformation
- Establish effective governance and accountability for transformation programmes
- Develop meaningful KPIs for measuring transformation progress and business value



Course content

• Build an actionable digital transformation roadmap

Target audience

This course is suitable for:
• Executives and senior managers
• Digital transformation leaders
• Chief digital and technology professionals
• Strategy and innovation managers
• Business unit leaders
• IT and information systems managers
• Programme and transformation managers
• Professionals responsible for organizational modernization and digital initiatives

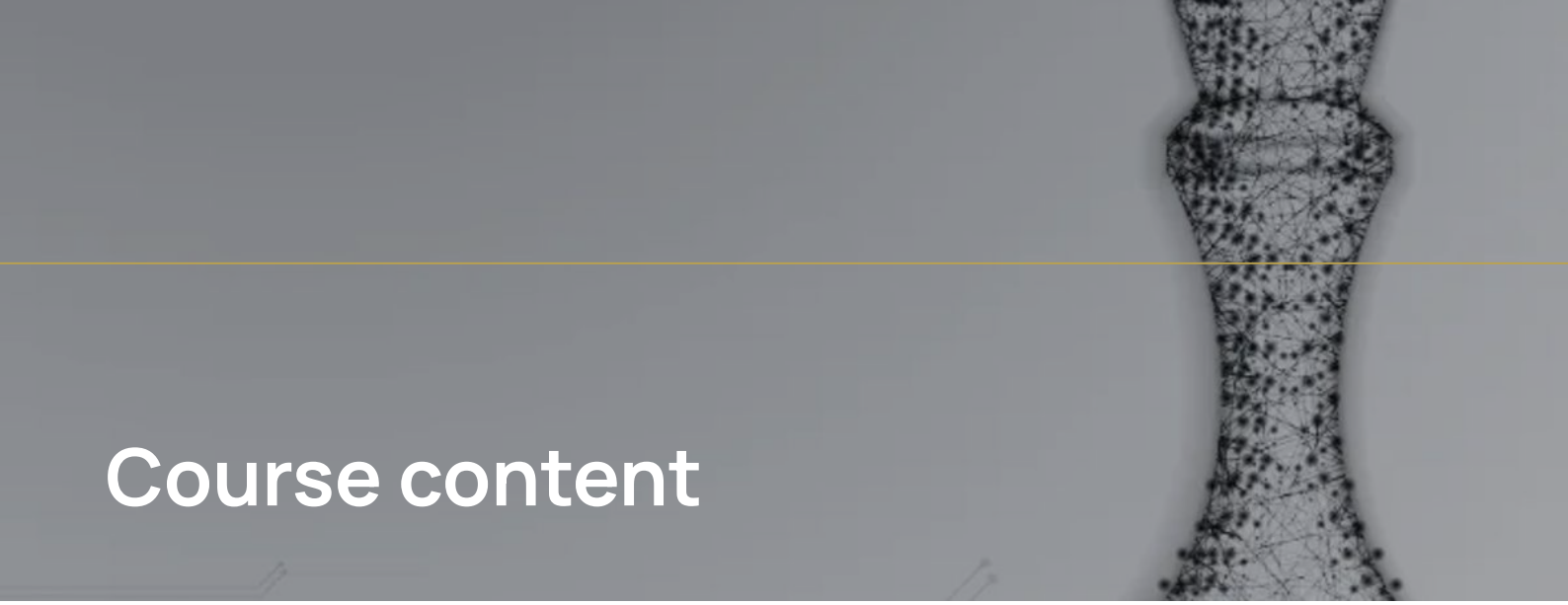
Target competencies

Participants will develop competencies in:
• Digital transformation strategy
• Digital leadership
• Digital maturity assessment
• Business model innovation
• Customer experience transformation
• Data and AI strategy
• Digital operating models
• Transformation governance
• Change leadership
• Transformation roadmap development

Course outline

Day 1: Digital Transformation Strategy and Organizational Readiness

09:00–09:45	Defining digital transformation beyond technology implementation and digitization
09:45–10:30	Assessing organizational digital maturity across strategy, customers, processes, data, technology, people, and governance
10:30–11:00	Identifying market, customer, operational, and technology forces creating transformation requirements
11:00–11:30	**Coffee break**



Course content

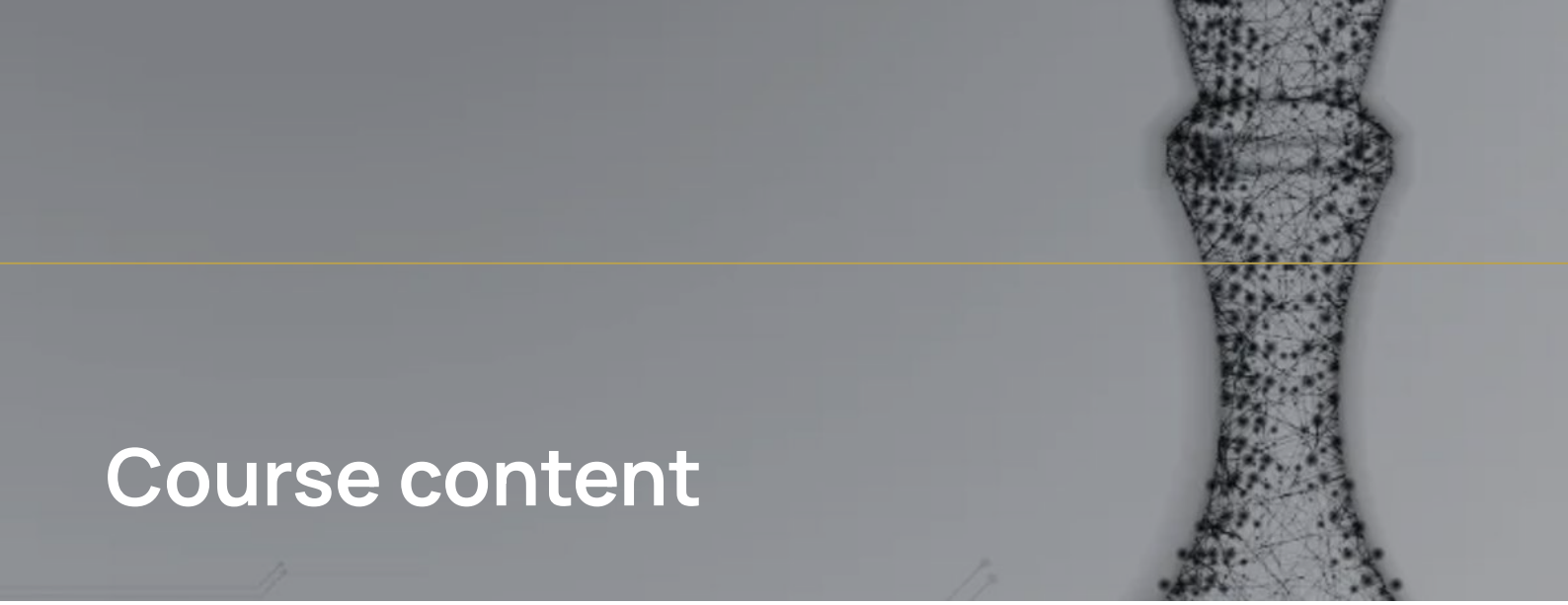
11:30–11:45	Identifying market, customer, operational, and technology forces creating transformation requirements (continued)
11:45–12:30	Connecting digital transformation priorities with corporate strategy and business objectives
12:30–13:15	Identifying capability gaps, legacy constraints, organizational dependencies, and transformation barriers
13:15–14:00	Practical exercise: Conducting a digital maturity assessment and identifying priority transformation opportunities

Day 2: Digital Business Models and Customer Experience Transformation

09:00–09:45	Examining how digital technologies reshape value propositions, channels, products, services, and revenue models
09:45–10:30	Identifying opportunities for platform, subscription, ecosystem, and digitally enabled service models
10:30–11:00	Mapping customer journeys to identify friction, unmet needs, and opportunities for digital improvement
11:00–11:30	**Coffee break**
11:30–11:45	Mapping customer journeys to identify friction, unmet needs, and opportunities for digital improvement (continued)
11:45–12:30	Applying customer-centric design principles to transformation initiatives
12:30–13:15	Redesigning processes and service experiences across physical and digital channels
13:15–14:00	Case study: Developing a digitally enabled customer value proposition and redesigned customer journey

Day 3: Data, Artificial Intelligence, Cloud and Automation Strategy

09:00–09:45	Establishing the role of enterprise data as a strategic asset for transformation and decision-making
09:45–10:30	Identifying business applications for analytics, artificial intelligence, and generative AI
10:30–11:00	Understanding how cloud computing supports scalability, modernization, integration, and digital service delivery
11:00–11:30	**Coffee break**
11:30–11:45	Understanding how cloud computing supports scalability, modernization, integration, and digital service delivery (continued)



Course content

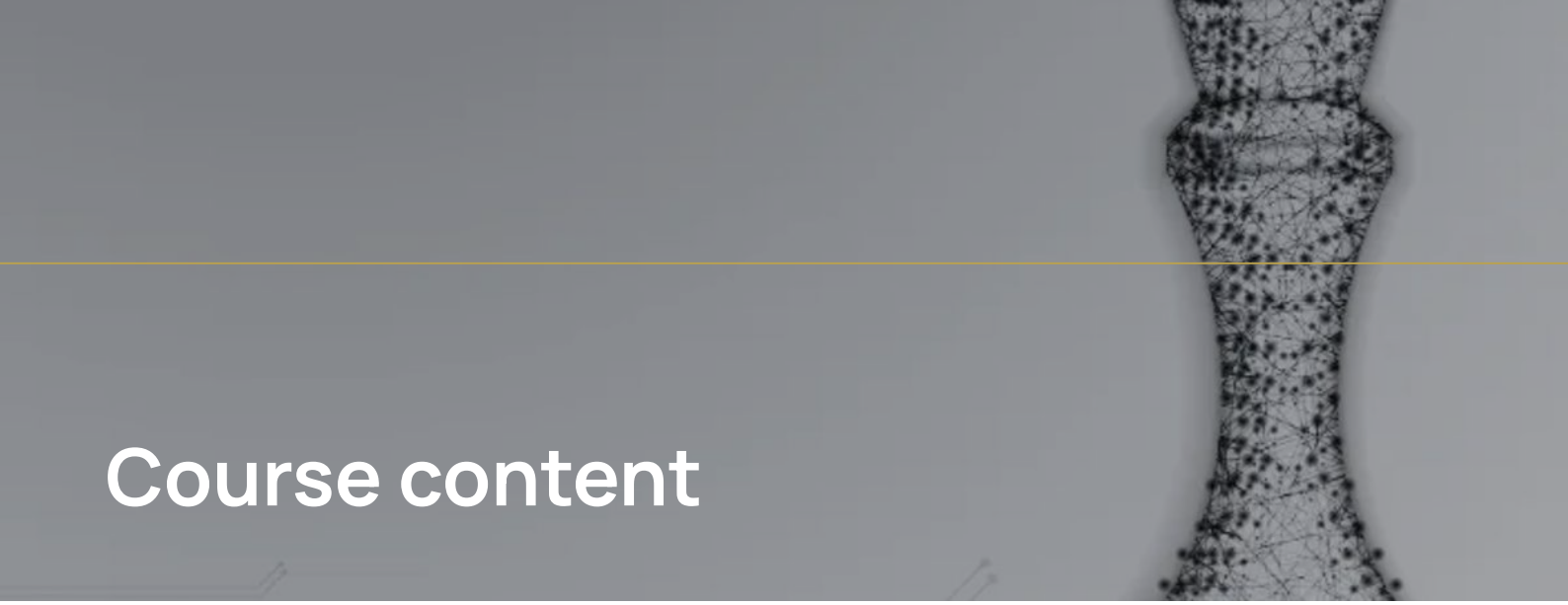
11:45–12:30	Evaluating automation opportunities across repetitive, rules-based, and knowledge-intensive processes
12:30–13:15	Connecting APIs, digital platforms, applications, data, AI, and automation within the broader transformation architecture
13:15–14:00	Workshop: Building a technology capability map linked directly to business transformation priorities

Day 4: Leading Organizational Change and Digital Culture

09:00–09:45	Defining leadership responsibilities in enterprise transformation programmes
09:45–10:30	Building executive sponsorship and cross-functional ownership of digital initiatives
10:30–11:00	Developing organizational capabilities, digital skills, and new ways of working
11:00–11:30	**Coffee break**
11:30–11:45	Developing organizational capabilities, digital skills, and new ways of working (continued)
11:45–12:30	Addressing resistance, uncertainty, competing priorities, and transformation fatigue
12:30–13:15	Creating a culture that supports experimentation, collaboration, learning, and evidence-based decision-making
13:15–14:00	Practical scenario: Developing a stakeholder engagement and change leadership plan for a major digital transformation initiative

Day 5: Digital Transformation Governance, Execution and Value Measurement

09:00–09:45	Establishing transformation governance, decision rights, executive oversight, and accountability
09:45–10:30	Prioritizing digital initiatives according to business value, feasibility, risk, dependencies, and resource requirements
10:30–11:00	Developing transformation portfolios and phased implementation roadmaps
11:00–11:30	**Coffee break**
11:30–11:45	Developing transformation portfolios and phased implementation roadmaps (continued)
11:45–12:30	Defining KPIs for customer impact, operational performance, adoption, financial value, innovation, and digital capability
12:30–13:15	Monitoring benefits realization and adjusting transformation priorities based on evidence and performance



Course content

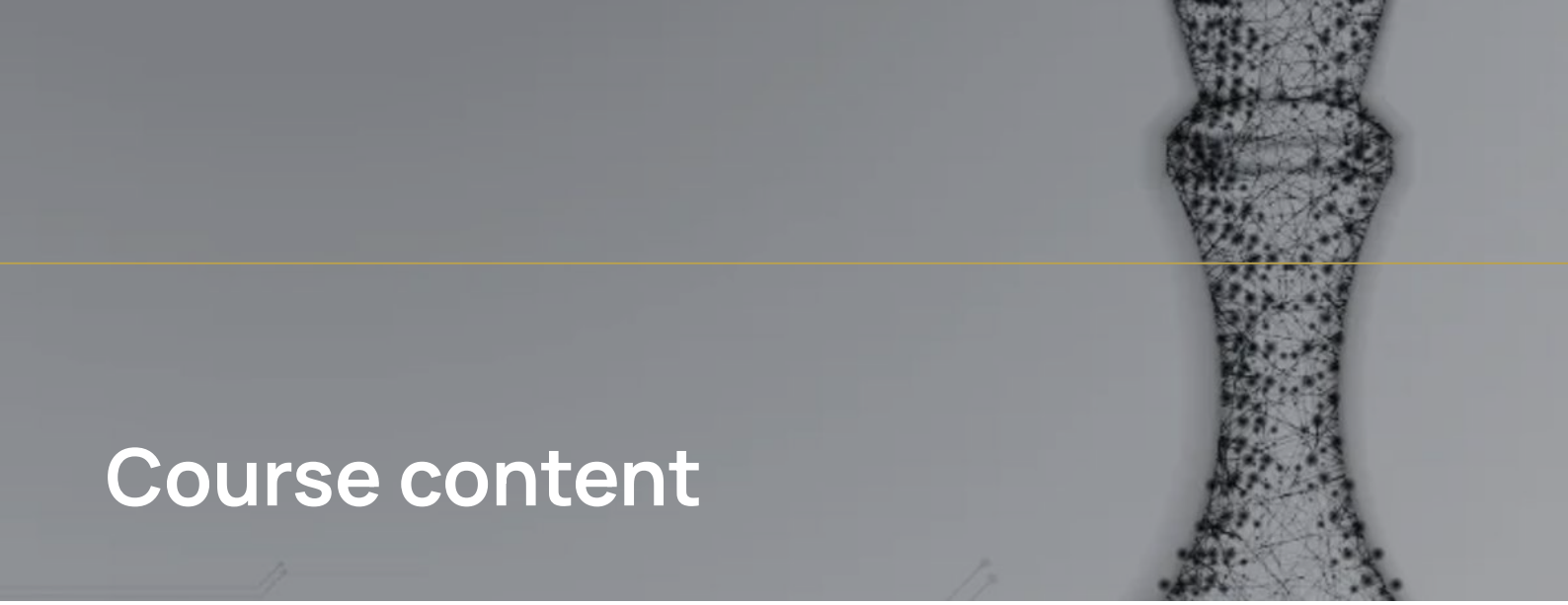
13:15–14:00	Capstone exercise: Developing and presenting an enterprise Digital Transformation Strategy and Implementation Roadmap covering priorities, technology capabilities, leadership actions, governance, investment, and measurable business outcomes

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

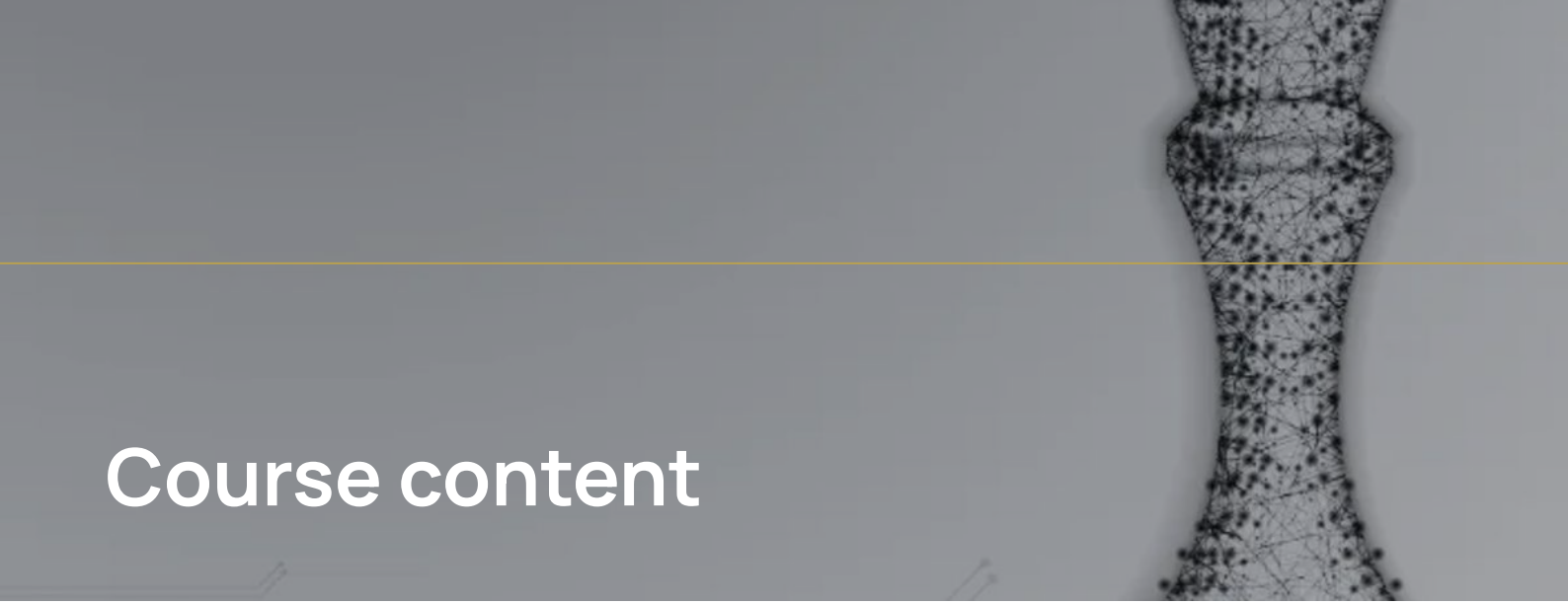
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**



Course content

Dates, venues and fees (continued)

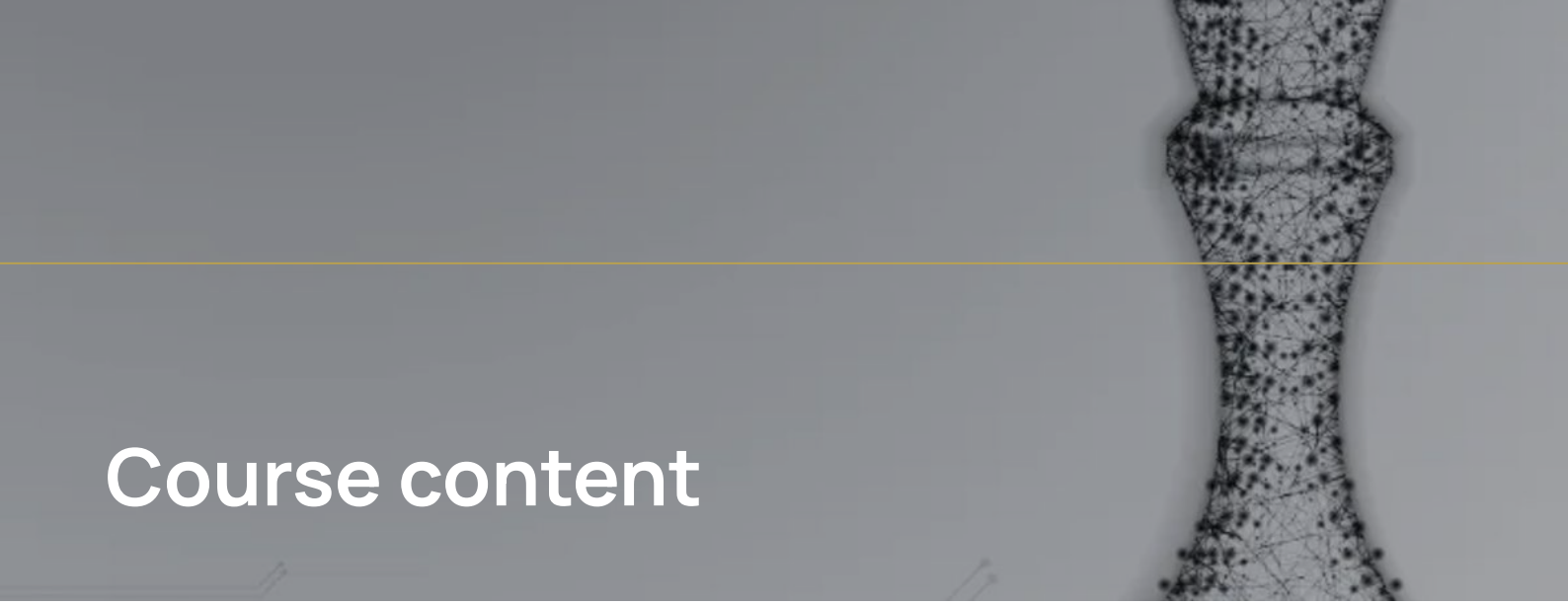
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,890.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

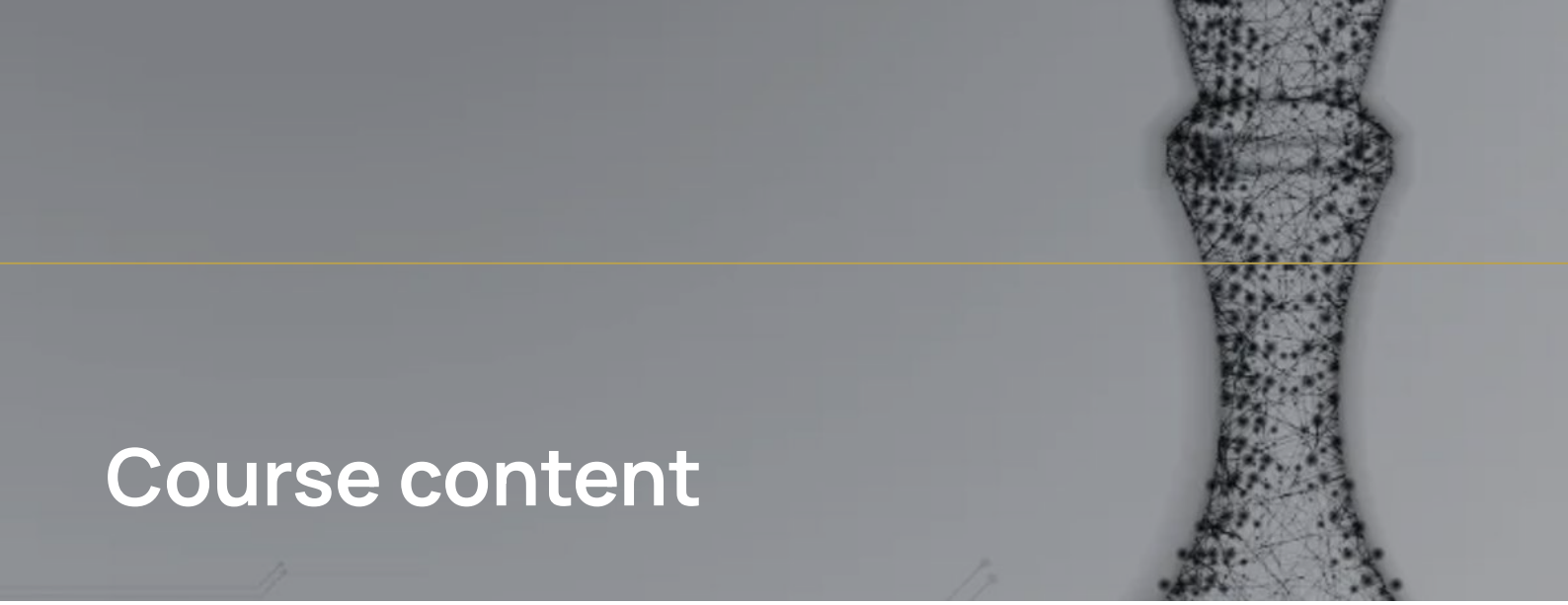
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

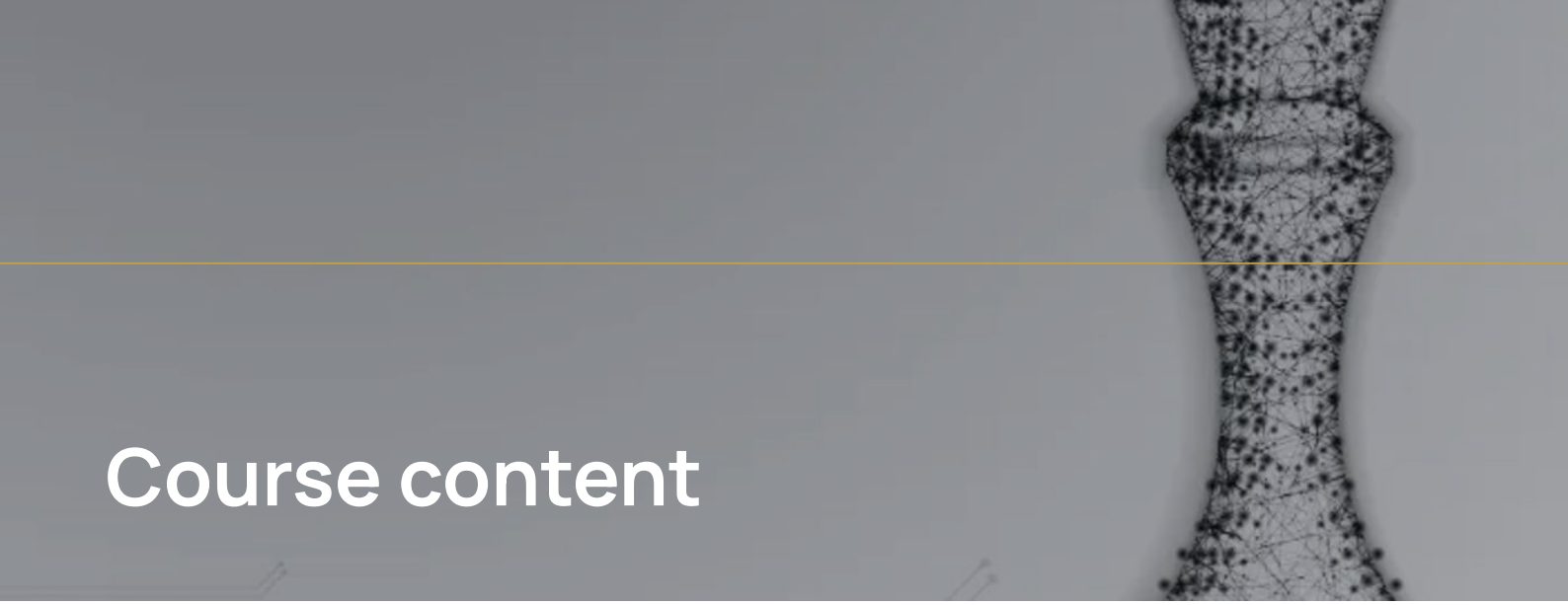
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

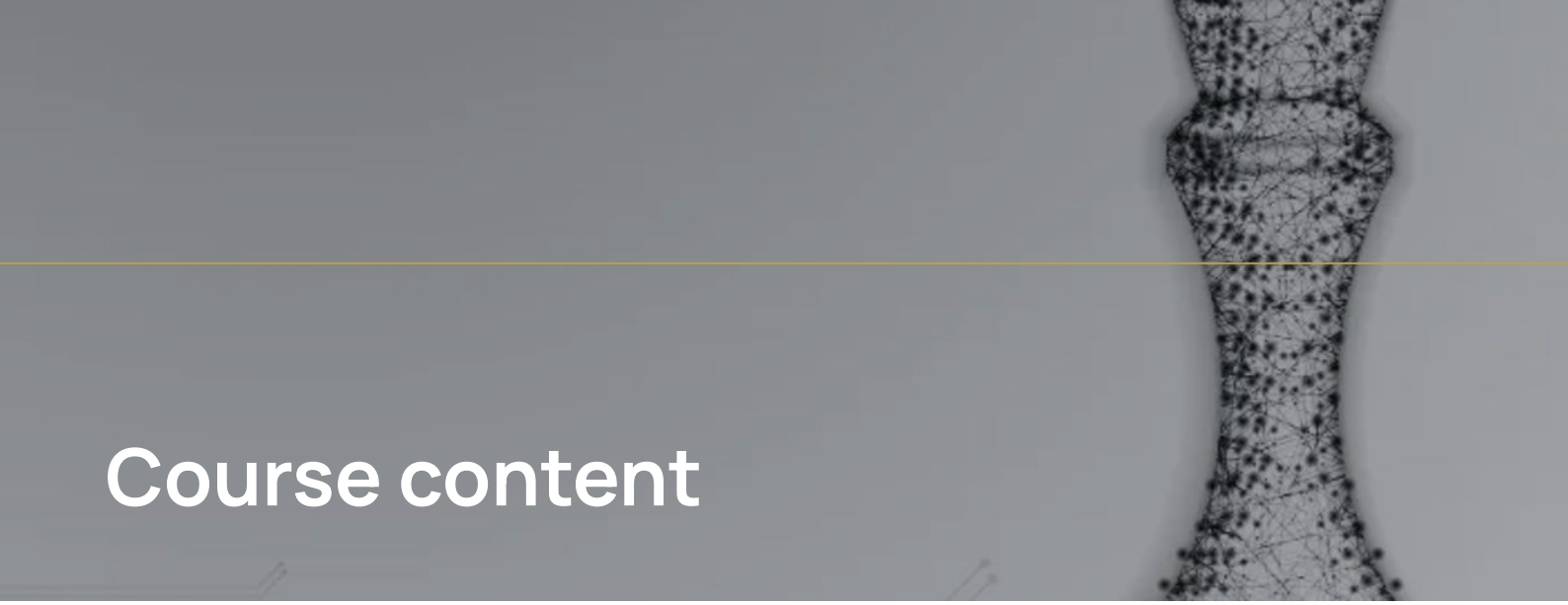
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

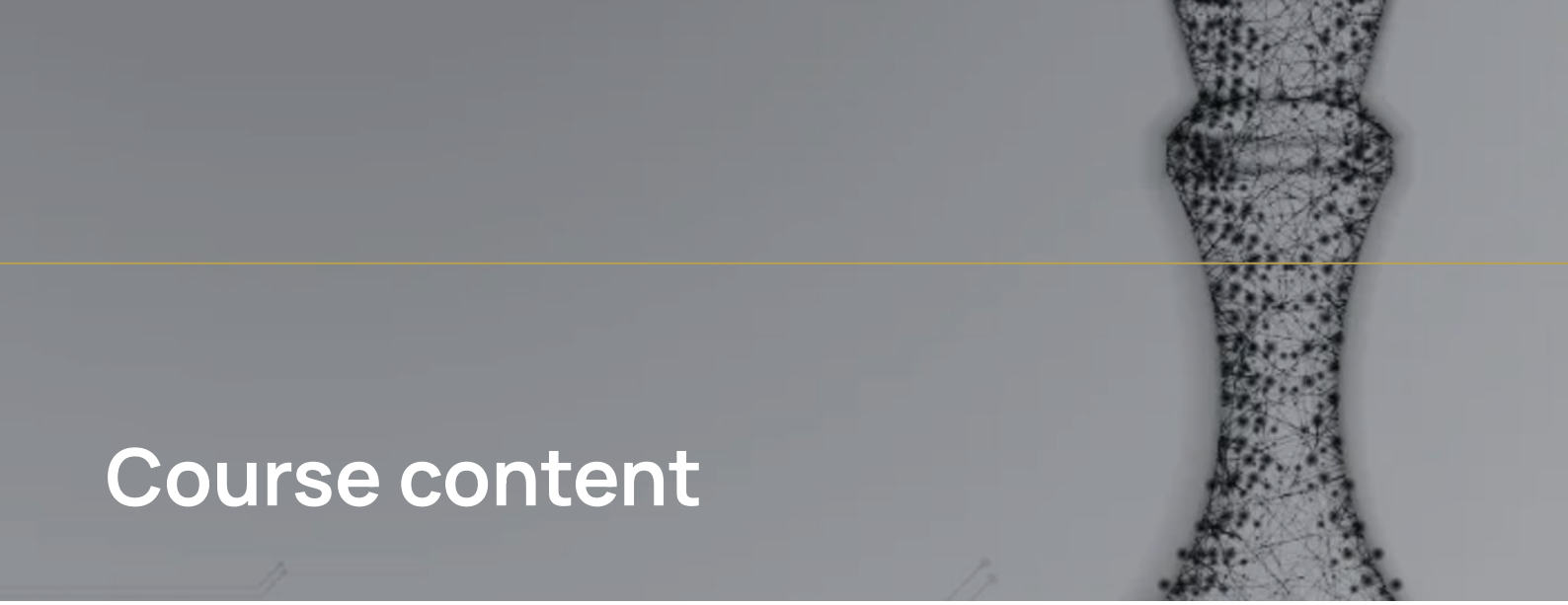
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

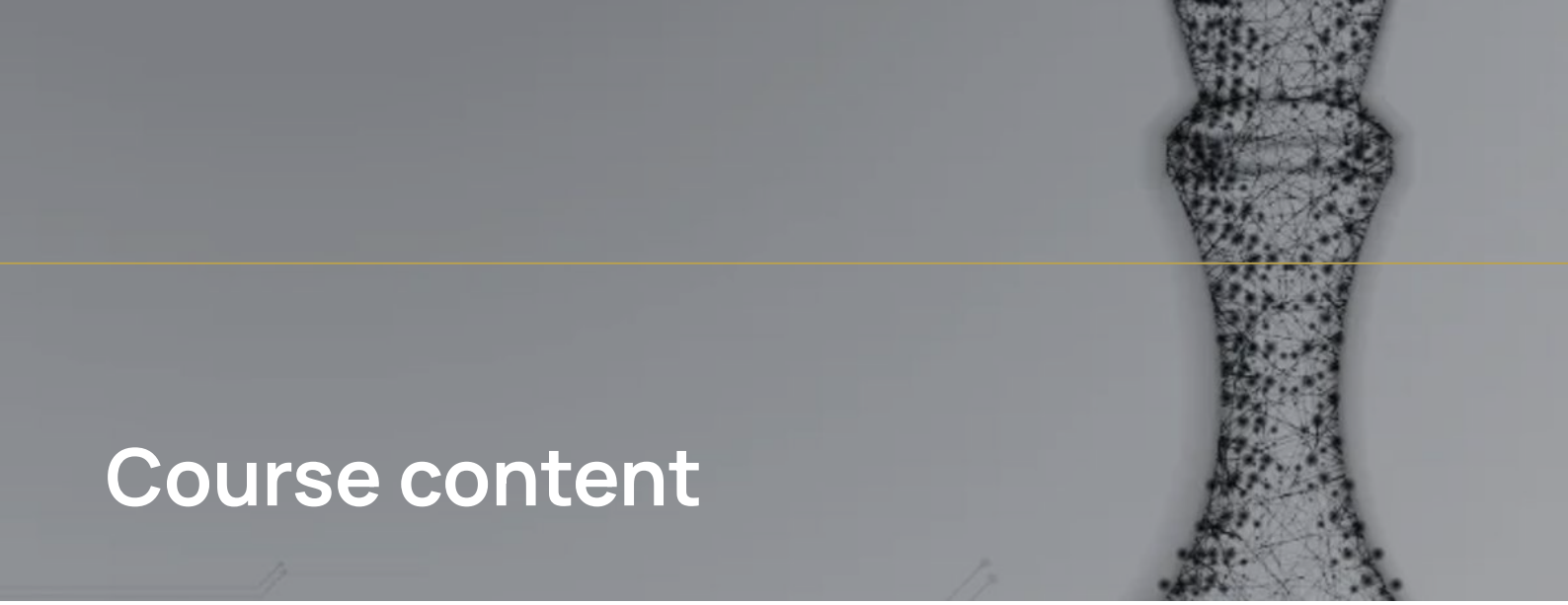
Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,940.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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