

Accelerating Digital Innovation and Strategic  
Transformation

*Amsterdam (Netherlands)*

*23 - 27 September 2024*

UK Training

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# Accelerating Digital Innovation and Strategic Transformation

Code: PS28 From: 23 - 27 September 2024 City: Amsterdam (Netherlands) Fees: 4200 Pound

## Introduction

Welcome to the "Accelerating Digital Innovation and Strategic Transformation" course! This program is designed to provide participants with a comprehensive understanding of digital innovation, strategic planning, and design thinking, and how these concepts intersect in the realm of digital transformation. Through interactive lectures, practical exercises, and case studies, you will develop the skills and knowledge needed to drive innovation and lead successful strategic transformation initiatives in the digital age.

## Course Objectives

- Foster an innovation mindset and create a culture of innovation within organizations.
- Understand the latest trends, technologies, and strategies driving digital innovation.
- Develop strategic planning skills to set objectives, formulate strategies, and implement action plans.
- Apply design thinking principles to create user-centric digital solutions.
- Lead and manage digital transformation initiatives effectively.

## Course Outline

### Day 1

#### Introduction to Digital Innovation and Strategic Transformation

- Understanding the importance of innovation in the digital era
- Exploring different types of innovation and their impact on organizations
- Creating a culture of innovation within your organization
- Introduction to strategic transformation and its relevance in a digital context

### Day 2

#### Digital Innovation Strategies and Trends

- Identifying and analyzing emerging trends in digital innovation
- Evaluating different digital innovation strategies and their applicability
- Leveraging disruptive technologies for digital innovation
- Case studies of successful digital innovation initiatives

### Day 3

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### Strategic Planning for Digital Transformation

- Understanding the strategic planning process and its role in digital transformation
- Setting clear objectives and goals for digital transformation initiatives
- Formulating effective strategies for digital transformation
- Developing action plans and resource allocation strategies

### Day 4

#### Design Thinking for User-Centric Solutions

- Introduction to design thinking and its importance in digital innovation
- Applying the design thinking process to identify user needs and pain points
- Generating innovative ideas and prototyping digital solutions
- Testing and iterating digital solutions based on user feedback

### Day 5

#### Leading Digital Transformation Initiatives

- Understanding the challenges and complexities of digital transformation
- Developing change management strategies for successful digital transformation
- Building a high-performing digital transformation team
- Creating a roadmap for executing and monitoring digital transformation initiatives



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