

Accelerating Digital Innovation and Strategic  
Transformation training course

*Casablanca (Morocco)*

*23 - 27 June 2025*

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## Accelerating Digital Innovation and Strategic Transformation training course

Code: PS28 From: 23 - 27 June 2025 City: Casablanca (Morocco) Fees: 3300 Pound

### Introduction

Welcome to the "Accelerating Digital Innovation and Strategic Transformation" course! This intensive program will equip you with the skills to drive digital innovation and lead strategic transformation initiatives. Through lectures, exercises, and case studies, you'll learn to foster innovation, strategize effectively, and apply design thinking in the digital age.

### Course Objectives

- Cultivate an innovation mindset and culture within organizations.
- Understand key trends and strategies in digital innovation.
- Develop and implement strategic plans for digital transformation.
- Apply design thinking for user-centric solutions.
- Lead and manage successful digital transformation projects.

### Course Outline

#### Day 1: Digital Innovation and Strategic Transformation

- Introduction to Digital Innovation
  - Key concepts and impact of digital innovation
- Innovation Types and Culture
  - Different types of innovation and creating an innovation-friendly environment
- Strategic Transformation
  - Role of strategic transformation in the digital era

#### Day 2: Strategies and Planning for Digital Transformation

- Digital Innovation Strategies
  - Identifying trends and evaluating strategies
- Leveraging Disruptive Technologies
  - Case studies and applications of disruptive technologies
- Strategic Planning
  - Setting objectives, formulating strategies, and action plans

#### Day 3: Design Thinking and Leading Transformation

- Design Thinking
  - Principles and application of design thinking
  - Prototyping and iterating user-centric solutions
- Leading Digital Transformation
  - Challenges, change management, and building effective teams

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are in shades of gold and silver. The board is set against a background of concentric circles.

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- Creating a roadmap for successful digital transformation

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