BLACKBIRD FOR TRAINING

Digital Transformation Strategy and Change Management

8 – 12 November 2027
Barcelona (Spain)



Digital Transformation Strategy and Change Management

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Introduction

The Digital Transformation Strategy and Change Management course focuses on building a practical understanding of how organizations can plan, implement, and manage digital transformation initiatives. Digital transformation is not only about adopting new technologies. It also requires clear strategy, process redesign, leadership alignment, workforce readiness, and structured change management.

This course explains how to assess digital maturity, identify transformation priorities, design digital initiatives, manage stakeholders, and support adoption across departments. It also covers how to deal with resistance, measure transformation progress, and align digital projects with business objectives and operational improvement.

The course is delivered over five connected days. It begins with the foundations of digital transformation, then moves into strategy design, change management planning, implementation and adoption, and finally measurement, governance, and continuous improvement. The content is aligned with the provided course topic.

Course Objectives

By the end of this course, participants will be able to:

- Understand the principles of digital transformation and change management.
- Assess organizational readiness and digital maturity.
- Identify business areas suitable for digital transformation.
- Link transformation initiatives with strategic and operational objectives.
- Design practical digital transformation roadmaps.
- Analyze stakeholders affected by digital change.
- Manage resistance and communication during transformation.
- Support user adoption and workforce readiness.
- Define governance roles for transformation initiatives.
- Monitor transformation progress using clear indicators.
- Evaluate risks related to digital implementation.
- Develop improvement actions for sustainable digital transformation.



Course Outlines

Day 1: Foundations of Digital Transformation.

- Concept of digital transformation and its business impact.
- Difference between digitization, digitalization, and digital transformation.
- Key drivers of digital transformation in modern organizations.
- Role of leadership in shaping transformation direction.
- Common challenges in digital transformation programs.
- Assessing organizational readiness for digital change.

Day 2: Digital Transformation Strategy and Roadmap Design.

- Analyzing current processes, systems, and service delivery models.
- Identifying transformation priorities and improvement opportunities.
- Linking digital initiatives with business goals.
- Designing a digital transformation roadmap.
- Defining expected value, required resources, and implementation stages.
- Practical application of preparing a transformation roadmap.

Day 3: Change Management and Stakeholder Alignment.

- Understanding the human side of digital transformation.
- Identifying stakeholders affected by digital change.
- Managing expectations, concerns, and resistance.
- Preparing communication and engagement plans.
- Building change support through leadership and internal champions.
- Practical application of preparing a change management plan.

Day 4: Implementation, Adoption, and Workforce Readiness.

- Managing implementation stages and transformation activities.
- Supporting user adoption of new systems and processes.
- Aligning training needs with digital transformation requirements.
- Monitoring adoption barriers and operational disruption.
- Coordinating between technology teams and business departments.
- Practical application of managing a digital adoption scenario.



Day 5: Measurement, Governance, and Continuous Improvement.

- Defining indicators for transformation performance.
- Measuring adoption, efficiency, service improvement, and business value.
- Establishing governance for transformation decisions and follow-up.
- Reviewing risks, lessons learned, and improvement priorities.
- Updating transformation plans based on results and feedback.
- Integrated application linking strategy, change management, implementation, measurement, and improvement.

Why Attend this Course: Wins & Losses!

- Improve understanding of digital transformation as a strategic business process.
- Build clearer digital transformation roadmaps.
- Strengthen alignment between technology initiatives and business goals.
- Improve stakeholder engagement during transformation.
- Reduce resistance through structured change management.
- Support user adoption and workforce readiness.
- Improve coordination between business and technology teams.
- Identify risks before and during implementation.
- Measure transformation progress through clear indicators.
- Improve the sustainability of digital transformation initiatives.
- Support better decision-making in transformation programs.
- Develop practical plans for continuous improvement.

Conclusion

The Digital Transformation Strategy and Change Management course provides a practical framework for planning and managing digital transformation in a structured way. It covers the main stages of transformation, starting with understanding digital transformation concepts, then assessing readiness, designing strategy and roadmaps, managing change, supporting adoption, and measuring results.

The program follows a connected sequence that helps participants understand the relationship between technology, people, processes, and business objectives. It also explains how change management supports the successful adoption of digital initiatives and reduces the risks of resistance, confusion, and limited use.

By the end of the course, participants will have a practical understanding of how to design transformation roadmaps, manage stakeholders, support workforce readiness, monitor implementation, and improve transformation outcomes. The course supports stronger digital adoption, better governance, improved operational efficiency, and more sustainable transformation results.

