

Digital Transformation Strategy and Change Management

Barcelona (Spain)

2 - 6 November 2026

UK Training

PARTNER



Digital Transformation Strategy and Change Management

Code: IT32 From: 2 - 6 November 2026 City: Barcelona (Spain) Fees: 5900 Pound

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.



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior,
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training

