BLACKBIRD FOR TRAINING

Organizational Development and Digital Transformation

26 – 30 July 2027
Madrid (Spain)



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Ref: 3255453_342183 **Date:** 26 – 30 July 2027 **Location:** Madrid (Spain) **Fees:** 5200 GBP

Introduction

Organizations today are experiencing rapid changes in operational models, workforce expectations, and the growing influence of modern technologies. These changes are pushing leaders and specialists to rethink how their institutions function and evolve. As processes grow more complex and competition intensifies, Organizational Development and Digital Transformation have become essential pillars for enhancing performance, improving efficiency, and building adaptable structures capable of sustained growth.

This course is designed for executives, team leaders, and professionals across various departments who aim to strengthen their ability to diagnose organizational challenges, design improvement strategies, and adopt digital practices that elevate institutional outcomes. It is also suitable for those seeking to strengthen their strategic and leadership capabilities by developing a practical understanding of how organizational structures, processes, and digital tools interact to create measurable impact.

The course focuses on equipping participants with analytical tools to assess the current state of their institution, identify organizational gaps, and design development plans rooted in clear objectives. It also provides a comprehensive understanding of how digital systems enhance workflows, optimize resources, and support decision-making. With a strong emphasis on real-world application, this course enables participants to translate insights into practical initiatives that support continuous improvement, improved performance, and long-term institutional resilience.

Course Objectives

- Understand core concepts related to organizational development and digital transformation.
- Analyze the current organizational landscape and identify performance gaps.
- Apply structured change methodologies to improve processes and raise efficiency.
- Design flexible organizational structures that support ongoing development.
- Utilize digital tools that enhance institutional performance.
- Assess the impact of digital transformation on operations and internal workflows.
- Develop strategies based on innovation and sustainable improvement.
- Analyze organizational data to support sound decision-making.
- Manage change-related challenges effectively.
- Build development plans grounded in realistic and implementable goals.



Course Outlines

Day One: Introduction to Organizational Development and Digital Transformation

- Defining organizational development and its role in modern institutions.
- Understanding digital transformation and its connection to performance improvement.
- Exploring the relationship between organizational development and digital tools.
- Identifying factors that influence the success of development initiatives.
- Understanding organizational maturity levels and how to evaluate them.
- Key values and principles supporting ongoing development.

Day Two: Analyzing the Current Situation and Identifying Gaps

- Collecting relevant data from departments and operational units.
- Assessing organizational structures and determining strengths and weaknesses.
- Evaluating operational processes and identifying opportunities for improvement.
- Understanding managerial barriers that limit organizational development.
- Applying gap-analysis methodologies to align issues with objectives.
- Preparing an analytical summary to present findings to leadership.

Day Three: Designing Organizational Development Strategies

- Building the foundation for strategic development planning.
- Prioritizing initiatives and aligning them with long-term institutional goals.
- Developing improvement plans that respond to organizational needs.
- Utilizing data to support development-related decisions.
- Designing performance indicators to track strategy implementation.
- Creating a practical development plan with clear stages and realistic timelines.

Day Four: Digital Transformation and Process Enhancement

- Exploring digital tools that support modern work environments.
- Assessing the impact of digital systems on productivity and workflow efficiency.
- Redesigning processes to achieve stronger integration between teams and systems.
- Understanding the requirements for successful digital transformation.
- Improving data management to enhance accuracy and operational speed.
- Developing a digital transformation roadmap that aligns with institutional capabilities.



Day Five: Practical Application and Final Evaluation

- Studying real cases of successful organizational development initiatives.
- Applying the analytical tools learned during the course.
- Evaluating proposed development and digital transformation plans.
- Conducting a practical exercise to design an organizational development initiative.
- Reviewing implementation challenges and discussing lessons learned.
- Preparing final recommendations to support improvements in the workplace.

Why Attend This Course? Wins & Losses!

- Gain advanced knowledge in organizational development and digital transformation.
- Strengthen analytical skills for assessing institutional reality and performance.
- Improve strategic planning and initiative design capabilities.
- Enhance operational efficiency and process quality.
- Develop strong change-management competencies.
- Acquire practical tools ready for immediate application.
- Support professional growth and enrich leadership capabilities.
- Improve institutional decision-making through stronger data analysis.

Conclusion

This Organizational Development and Digital Transformation course provides a complete framework to help professionals understand how to enhance institutional performance and build more responsive organizational systems. Through a combination of theoretical foundations and practical tools, participants gain the ability to evaluate their work environment, identify challenges, and design structured improvement plans.

The course also introduces participants to modern digital practices, demonstrating how technology can support productivity, increase transparency, and strengthen decision-making. By analyzing cases and engaging in applied exercises, participants acquire hands-on experience that enhances their ability to lead development initiatives with confidence and precision.

Ultimately, the course contributes to building a culture of innovation, adaptability, and continuous improvement. It prepares institutions to face emerging challenges with stronger operational resilience and equips professionals with the expertise needed to design, implement, and sustain development and digital transformation strategies that create measurable and lasting impact.

