

ACCELERATING DIGITAL INNOVATION AND STRATEGIC TRANSFORMATION



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TRAINING CENTER



Introduction

Digital initiatives often stall because technology, strategy, and operating models move at different speeds. The Accelerating Digital Innovation and Strategic Transformation Training Course prepares leaders and transformation teams to close that gap and deliver change at pace. Participants learn to assess digital maturity, design transformation roadmaps, and select the technologies that create real value. Furthermore, the course covers agile delivery, data platforms, automation, and innovation governance. In addition, it addresses culture change, skills, and the metrics that show whether transformation is working. As a result, organisations gain a practical route from digital ambition to measurable business results.

Accelerating Digital Innovation and Strategic Transformation Course Objectives

- Assess digital maturity across strategy, technology, data, and culture.
- Apply PESTLE, SWOT, and Porter's Five Forces to digital strategy design.
- Build transformation roadmaps with clear phases, owners, and milestones.
- Apply design thinking and Lean Startup methods to innovation projects.
- Select technologies across cloud, AI, RPA, IoT, and data platforms.
- Design agile delivery structures using Scrum and Kanban practices.
- Build data governance, analytics capability, and decision dashboards.
- Apply change management models such as Kotter and ADKAR to transformation.
- Manage transformation portfolios with stage gates and risk controls.
- Measure digital impact with KPIs such as adoption, cycle time, and ROI.

Course Methodology

- Instructor-led sessions linking digital strategy to delivery practice.

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- Digital maturity assessment exercises on a sample organisation.
- Case studies of successful and failed transformation programmes.
- Group workshops building a transformation roadmap and business case.
- Simulation exercises on agile delivery, prioritisation, and governance.
- Continuous knowledge checks and a final applied transformation project.

Who Should Take This Course

- Digital transformation directors and programme managers.
- Chief technology and information officers and their teams.
- Strategy and business development managers.
- Innovation and product owners leading digital initiatives.
- Operational leaders sponsoring digital change.
- Consultants supporting digital transformation programmes.

Accelerating Digital Innovation and Strategic Transformation Course Outlines

Day 1: Digital Strategy and Maturity Assessment

- What digital transformation changes and what it does not.
- Digital maturity models and capability assessment.
- Environmental analysis with PESTLE, SWOT, and Porter's Five Forces.
- Defining a digital vision, ambition, and value case.
- Customer, employee, and operational lenses on digital change.
- Common causes of transformation failure.
- Workshop: assessing digital maturity in a sample organisation.





Day 2: Innovation Methods and Idea Development

- Design thinking: empathise, define, ideate, prototype, test.
- Lean Startup: minimum viable product and validated learning.
- Innovation portfolios and horizon planning (H1, H2, H3).
- Idea screening, scoring, and prioritisation matrices.
- Building innovation labs, hackathons, and pilot programmes.
- Intellectual property and partnership considerations.
- Workshop: running a design thinking sprint on a real problem.

Day 3: Technology Platforms and Data Foundations

- Cloud platforms and modern architecture principles.
- Artificial intelligence, machine learning, and generative AI use cases.
- Robotic process automation (RPA) and intelligent automation.
- IoT, edge computing, and operational technology integration.
- Data platforms, analytics, and business intelligence dashboards.
- Data governance, quality, and privacy requirements.
- Workshop: mapping technology options to business problems.

Day 4: Agile Delivery and Transformation Execution

- Agile, Scrum, and Kanban in transformation programmes.
- Scaling frameworks and delivery team structures.
- Transformation roadmaps, phases, and stage gates.
- Business cases, funding models, and portfolio prioritisation.
- Risk management and dependency control across workstreams.

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- Vendor selection, partner management, and build-versus-buy decisions.
- Workshop: building a transformation roadmap with stage gates.

Day 5: Culture, Change, and Measuring Impact

- Change management with Kotter's eight steps and the ADKAR model.
- Building digital skills and capability across the workforce.
- Leadership behaviours that sustain transformation.
- Adoption metrics, cycle time, cost-to-serve, and ROI measurement.
- Continuous improvement and scaling successful pilots.
- Building a multi-year digital transformation roadmap.
- Workshop: presenting a transformation business case and impact plan.

Conclusion

By successfully completing the Accelerating Digital Innovation and Strategic Transformation Training Course, participants will have acquired the knowledge to assess digital maturity, design transformation roadmaps, apply innovation methods such as design thinking and Lean Startup, and select the technologies that deliver measurable value. They will also gain the ability to run agile delivery, manage change, and measure digital impact through clear KPIs. Furthermore, the course prepares teams to scale successful pilots across the organisation. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready transformation practice.

FAQs





Q1 What is the "Accelerating Digital Innovation and Strategic Transformation" course about?

It is a practical programme on designing and delivering digital change at pace. It covers digital maturity assessment, strategy formulation, innovation methods, technology and data platforms, agile delivery, transformation governance, change management, and measuring digital impact.

Q2 What are the key benefits of the "Accelerating Digital Innovation and Strategic Transformation" course?

Participants gain a structured route from digital ambition to delivered results, which reduces wasted investment on pilots that never scale. The course improves prioritisation and business case quality, strengthens governance and risk control, accelerates adoption among staff, and gives leadership credible metrics for transformation progress.

Q3 What skills will I gain from the "Accelerating Digital Innovation and Strategic Transformation" course?

Digital maturity assessment and strategy design; innovation methods including design thinking and Lean Startup; technology, data and automation platform selection; and agile delivery, change management and impact measurement.



Q4 What tools, methods, or standards are covered in the "Accelerating Digital Innovation and Strategic Transformation" course?

The course covers digital maturity models, PESTLE, SWOT and Porter's Five Forces, design thinking and Lean Startup methods, horizon planning for innovation portfolios, cloud and AI technologies, RPA and intelligent automation, data governance frameworks, Scrum and Kanban, scaled agile delivery, Kotter's eight-step model and the ADKAR model, and KPIs including adoption, cycle time, and ROI.

Q5 How is the "Accelerating Digital Innovation and Strategic Transformation" course applied in real-world practice?

Graduates apply it by assessing their organisation's digital maturity, building a phased transformation roadmap with clear owners and stage gates, and running design thinking sprints to test ideas quickly. They also select technology platforms with a sound business case, run agile delivery teams, manage change and skills, and report transformation impact through adoption and ROI measures.