

DIGITAL LEADERSHIP DIPLOMA



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Introduction

Digital Leadership Diploma is a structured program for leaders who must direct technology-driven change rather than react to it. Digital maturity separates organizations that grow from those that stall, and leadership behaviour determines which path a company takes. This Digital Leadership Diploma Training Course builds that capability across five connected days, from digital strategy and business models to agile delivery, digital culture, data use, and governance. Participants work with recognised frameworks, including digital maturity models, the Business Model Canvas, Scrum and Kanban, the McKinsey 7S framework, and Kotter's eight steps. Furthermore, the course covers cybersecurity awareness, customer experience, and transformation measurement. As a result, participants leave with a coherent digital leadership practice.

Digital Leadership Diploma Course Objectives

- Apply digital leadership principles to transformation strategy and execution.
- Assess organizational digital maturity using recognised maturity models.
- Evaluate digital and platform business models with the Business Model Canvas.
- Apply the McKinsey 7S framework and Kotter's eight steps to digital change.
- Lead agile delivery using Scrum and Kanban practices.
- Use data, dashboards, and analytics to guide digital decisions.
- Build digital culture with experimentation, speed, and psychological safety.
- Manage cybersecurity awareness, data privacy, and digital risk.
- Design customer-centric digital experiences with journey mapping.
- Govern digital portfolios with roadmaps, KPIs, and investment discipline.

Course Methodology

The course applies interactive, practice-based methods:



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- Facilitated workshops on live digital challenges.
- Case studies of digital leaders and disrupted incumbents.
- Hands-on maturity assessments, roadmaps, and prioritisation work.
- Simulation of digital investment and portfolio decisions.
- Group exercises on customer journeys and agile delivery.
- Action planning that converts each framework into a leadership habit.

Who Should Take This Course

- Senior and mid-level managers.
- Digital transformation and change leaders.
- Department heads and business unit leaders.
- IT and technology managers working with the business.
- Product, innovation, and strategy professionals.
- Consultants supporting digital transformation programs.

Digital Leadership Diploma Course Outlines

Day 1: Foundations of Digital Leadership

- Defining digital leadership, transformation, and digitization.
- Understanding how digital shifts change competition and customer expectations.
- Reviewing digital maturity models and assessment approaches.
- Examining platform economics and disruptive business models.
- Assessing your organization's digital maturity.
- Identifying leadership behaviours that accelerate or block transformation.
- Reviewing past transformation efforts and lessons learned.





Day 2: Digital Strategy and Business Models

- Building digital strategy aligned with business strategy.
- Applying the Business Model Canvas to digital opportunities.
- Evaluating platform and ecosystem business models.
- Assessing digital value drivers and revenue models.
- Exploring data as an asset and a revenue source.
- Prioritising digital initiatives by impact and feasibility.
- Drafting a digital strategy outline.

Day 3: Agile Delivery and Product Leadership

- Applying agile principles with Scrum and Kanban.
- Structuring cross-functional product teams with clear ownership.
- Using product roadmaps and backlogs for prioritisation.
- Running sprints, reviews, and retrospectives.
- Scaling agile delivery across the organization.
- Balancing agile delivery with governance and compliance.
- Designing an agile delivery structure.

Day 4: Digital Culture, Talent, and Data Leadership

- Building a culture of experimentation and psychological safety.
- Applying the McKinsey 7S framework to digital change.
- Attracting, developing, and retaining digital talent.
- Building data literacy across leadership levels.
- Using dashboards and analytics for digital decisions.

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- Managing cybersecurity awareness, privacy, and digital risk.
- Planning a digital culture and capability initiative.

Day 5: Customer Experience, Governance, and Scaling Change

- Mapping customer journeys and digital touchpoints.
- Applying design thinking to digital service design.
- Governing digital investment with roadmaps and KPIs.
- Leading change with Kotter's eight steps and the ADKAR model.
- Managing legacy systems and technical debt decisions.
- Measuring transformation progress with credible indicators.
- Finalizing a personal digital leadership action plan.

Conclusion

By successfully completing Digital Leadership Diploma, participants will have acquired practical knowledge of digital strategy, business model innovation, agile delivery, digital culture, data leadership, and transformation governance. They will have gained skills in digital strategy formulation, agile leadership, data-informed decision-making, and digital governance with customer experience design, plus a personal action plan. Gentex Training Center designed this program to help leaders direct digital change with discipline.

FAQs





Q1 What is the "Digital Leadership Diploma" course about?

It develops the leadership capability needed for digital transformation. Participants study digital maturity, business models, platform strategy, agile delivery, digital culture, data-informed decisions, cybersecurity awareness, customer experience, and governance.

Q2 What are the key benefits of the "Digital Leadership Diploma" course?

Participants gain clearer digital priorities, stronger delivery discipline, and better-informed technology investment. Organizations also react faster to market change, build digital capability across teams, and measure transformation progress with credible indicators.

Q3 What skills will I gain from the "Digital Leadership Diploma" course?

You will develop four core skills: digital strategy and business model design, agile leadership and delivery management, digital culture and data-informed decision-making, and transformation governance with customer experience design.

Q4 What tools, methods, or standards are covered in the "Digital Leadership Diploma" course?

The course covers digital maturity models, the Business Model Canvas, platform and ecosystem strategy, Scrum and Kanban, product roadmaps and backlogs, the McKinsey 7S framework, Kotter's eight steps and the ADKAR model, customer journey mapping, design thinking, analytics dashboards, and digital governance with KPIs.



Q5 How is the "Digital Leadership Diploma" course applied in real-world practice?

Participants apply the methods to live organizational tasks, such as running a digital maturity assessment, prioritising a digital portfolio, launching an agile product team, mapping a customer journey, and building a transformation roadmap. Each module ends with an action commitment, so learning transfers directly into leadership practice.