

DIGITAL LEADERSHIP



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TRAINING CENTER



Introduction

Digital Leadership prepares leaders to run organizations where technology changes the rules of competition, service, and work itself. Digital transformation fails more often from leadership than from technology: unclear priorities, hesitant decisions, and cultures that resist new ways of working. This Digital Leadership Training Course builds the leadership capability that digital change demands. Participants examine digital business models, data-driven decision-making, platform thinking, and agile ways of working. Furthermore, the course covers digital culture, talent, cybersecurity awareness, and customer-centric design. It also addresses governance of digital investment and how to measure transformation progress credibly. As a result, participants leave able to lead digital change with clarity and discipline.

Digital Leadership Course Objectives

- Apply digital leadership principles to transformation strategy and execution.
- Assess digital maturity using established maturity models.
- Evaluate digital business models and platform strategies.
- Apply the McKinsey 7S framework and Kotter's eight steps to digital change.
- Lead agile ways of working with Scrum and Kanban practices.
- Use data and analytics to guide digital decisions and measurement.
- Build a digital culture of experimentation, speed, and learning.
- Manage cybersecurity awareness, data privacy, and digital risk.
- Design customer-centric digital experiences with journey mapping.
- Govern digital investment with roadmaps, KPIs, and portfolio discipline.

Course Methodology

The course applies interactive, practice-based methods:



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- Facilitated workshops on real digital challenges.
- Case studies of digital leaders and disrupted incumbents.
- Hands-on work with maturity assessments and roadmaps.
- Simulation of digital investment and prioritisation 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 Course Outlines

Day 1: Foundations of Digital Leadership

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





Day 2: Digital Strategy and Business Models

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

Day 3: Agile Ways of Working and Delivery

- Applying agile principles with Scrum and Kanban.
- Structuring cross-functional product teams.
- 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

- 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, participants will have acquired practical knowledge of digital strategy, business models, agile delivery, digital culture, data use, and transformation governance. They will have gained skills in digital strategy formulation, agile leadership, data-informed decision-making, and transformation governance, plus a personal action plan. Gentex Training Center designed this program to help leaders direct digital change with confidence.

FAQs

Q1 What is the "Digital Leadership" course about?



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It prepares leaders to direct digital transformation. Participants study digital business models, platform strategy, agile ways of working, digital culture, data-informed decisions, cybersecurity awareness, customer experience, and transformation governance.

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

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

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

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





Q5 How is the "Digital Leadership" 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.