

ORGANIZATIONAL, BEHAVIORAL & CULTURAL ASPECTS OF DIGITALIZATION



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TRAINING CENTER



Introduction

Digital transformation succeeds or fails on human factors long before technology is the issue. The Organizational, Behavioral & Cultural Aspects of Digitalization Course examines the organisational, behavioural, and cultural side of digital change. Participants learn why adoption stalls, how habits resist new tools, and how to design interventions that make digital ways of working stick. Furthermore, the course covers change models, culture assessment, capability building, and resistance management. As a result, leaders and change professionals leave able to plan digitalisation as a people programme, not just a systems rollout, and to measure its cultural impact.

Organizational, Behavioral & Cultural Aspects of Digitalization Course Objectives

- Assess organisational readiness for digitalisation using culture and capability diagnostics.
- Apply change models including Kotter's eight-step model, ADKAR, and the Change Curve.
- Diagnose behavioural barriers to digital adoption using the COM-B model and nudge theory.
- Build digital culture using the Competing Values Framework and culture web analysis.
- Design communication and engagement plans for digital transformation.
- Develop digital skills frameworks and capability building roadmaps.
- Manage resistance, technostress, and change fatigue in digital transitions.
- Apply stakeholder and network analysis to identify influencers and blockers.
- Embed digital behaviours through incentives, rituals, and leadership modelling.
- Measure cultural and behavioural change with adoption and engagement metrics.

Course Methodology

- Interactive workshops led by digital transformation and change practitioners.

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- Diagnostic exercises using culture surveys and readiness assessment tools.
- Case studies of digitalisation programmes and their human outcomes.
- Role-play of resistance conversations and leadership alignment sessions.
- Group work on capability roadmaps and engagement plans.
- Simulation of a digital rollout across multiple functions.
- Capstone project: presenting a digital culture change plan.

Who Should Take This Course

- Digital transformation and change programme leads.
- HR, organisational development, and culture specialists.
- Line managers implementing digital tools in their teams.
- IT and business partnership managers.
- Communication and internal engagement professionals.
- Consultants advising on digital adoption and culture.

Organizational, Behavioral & Cultural Aspects of Digitalization Course Outlines

Day 1: Digitalisation and Its Organisational Impact

- Difference between digitisation, digitalisation, and digital transformation.
- Organisational impacts: structures, roles, and decision rights.
- Why technology-led programmes underdeliver.
- Culture as a driver or blocker of digital change.
- Digital maturity models and readiness assessment.
- The role of leadership in setting digital tone.



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- Exercise: assessing organisational digital readiness.

Day 2: Behavioural Science and Digital Adoption

- How habits form and why they resist new tools.
- The COM-B model: capability, opportunity, motivation.
- Nudge theory and choice architecture in adoption.
- Cognitive load, technostress, and digital fatigue.
- Behavioural diagnostics and adoption friction mapping.
- Designing interventions that change daily routines.
- Workshop: building an adoption intervention plan.

Day 3: Culture Change and Organisational Design

- The Competing Values Framework and culture types.
- Culture web analysis: stories, rituals, symbols, and controls.
- Aligning structure, roles, and incentives with digital goals.
- Building agile and cross-functional ways of working.
- Psychological safety and experimentation culture.
- Leadership modelling and visible digital behaviours.
- Exercise: mapping culture enablers and blockers.

Day 4: Capability, Skills, and Change Management

- Digital skills frameworks and competency mapping.
- Designing capability building and learning journeys.
- Applying Kotter's eight-step model to digital change.
- ADKAR for individual transition and the Change Curve.



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- Building change agent networks and digital champions.
- Managing resistance, scepticism, and fear of displacement.
- Role-play: handling resistance in a digital rollout.

Day 5: Engagement, Measurement, and Sustaining Change

- Stakeholder and network analysis for influence.
- Communication planning across the change journey.
- Incentives, rituals, and recognition for digital behaviours.
- Adoption, engagement, and culture measurement metrics.
- Embedding digital habits into performance management.
- Governance for sustained digital culture.
- Capstone project: presenting a digital culture change plan.

Conclusion

By successfully completing Organizational, Behavioral & Cultural Aspects of Digitalization, participants will have acquired practical knowledge of digital readiness assessment, behavioural adoption models, culture change, capability building, and change measurement. They will understand how to diagnose why adoption stalls and design interventions that shift daily routines and habits. In addition, they will gain confidence in leading digital change with people at the centre. Gentex Training Center builds this programme around applied practice, so delegates return ready to make digitalisation stick.





FAQs for the Organizational, Behavioral & Cultural Aspects of Digitalization course

Q1 What is the "Organizational, Behavioral & Cultural Aspects of Digitalization" course about?

It focuses on the human side of digital change: structure, behaviour, habits, and culture. Participants learn readiness assessment, behavioural diagnostics, culture change, and adoption measurement. The course explains why digital programmes stall and how to build change that lasts.

Q2 What are the key benefits of the "Organizational, Behavioral & Cultural Aspects of Digitalization" course?

It improves adoption rates and reduces the cost of failed digital rollouts. Participants gain diagnostic tools, behaviour design methods, and engagement planning skills. Organisations benefit from stronger digital culture, less resistance, and better returns on technology investment.

Q3 What skills will I gain from the "Organizational, Behavioral & Cultural Aspects of Digitalization" course?

Participants gain digital readiness and culture assessment, behavioural adoption design, change management and capability building, and stakeholder engagement and adoption measurement.



Q4 What tools, methods, or standards are covered in the "Organizational, Behavioral & Cultural Aspects of Digitalization" course?

The course covers digital maturity models, the COM-B behaviour model, nudge theory and choice architecture, the Competing Values Framework, culture web analysis, Kotter's eight-step model, the ADKAR framework, the Change Curve, digital skills frameworks, stakeholder and network analysis, and adoption and engagement metrics.

Q5 How is the "Organizational, Behavioral & Cultural Aspects of Digitalization" course applied in real-world practice?

Participants apply it by running readiness diagnostics before a rollout, mapping adoption friction, and designing nudges and training journeys. They also build change agent networks, manage resistance, and track adoption metrics, ensuring digital tools become everyday working habits.