MERCURY

Digital Leadership and Change Training Program

7 – 11 June 2027
Washington DC (USA)



Dubai - UAE: +971 4 450 5697
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Ref: 16227_1011474 **Date:** 7 – 11 June 2027 **Location:** Washington DC (USA) **Fees:** 8300 Euro

Introduction:

In today's rapidly evolving business environment, digital disruption is no longer a future possibility—it is a present reality. The Digital Leadership and Change training program equips leaders with the mindset, tools, and strategies necessary to navigate and lead through digital transformation.

With an emphasis on innovation, agility, and organizational readiness, this Digital Leadership and Change course supports participants in assessing their current digital maturity and crafting a vision for strategic change. Through hands-on learning, real-world examples, and expert insights, participants will be empowered to turn digital disruption into opportunity.

The Digital Leadership and Change program takes a holistic approach, considering impacts at the ecosystem, organizational, team, and personal levels. Each unit provides clear, actionable steps to lead sustainable innovation. Professionals will be well-prepared to guide their firms into the digital future with confidence.

Targeted Groups:

This Digital Leadership and Change training program targets professionals seeking specialized knowledge and skills:

- Senior managers and department heads are leading digital transformation.
- Digital project managers are driving innovation within their organizations.
- Business strategists and analysts are involved in change initiatives.
- IT leaders and chief digital officers are looking to align tech with strategy.
- HR professionals facilitate change management programs.
- Mid-level managers are preparing for digital leadership roles.
- Entrepreneurs seeking digital growth strategies.
- Government officials engaged in digital governance initiatives.
- Consultants advising organizations on digital maturity.
- Professionals from all sectors aiming to upskill in digital change.

Targeted Competencies:

Participants will gain the following competencies during the Digital Leadership and Change program:

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- Digital strategy development and alignment.
- Change management and transformation leadership.
- Innovation pipeline structuring and implementation.
- Critical thinking and digital problem-solving.
- Communication and persuasion for stakeholder buy-in.
- Agile leadership and adaptive thinking.
- Evaluation of digital capabilities and resources.
- Team empowerment during organizational change.

Course Objectives:

Participants will achieve the following objectives by completing the Digital Leadership and Change course:

- Identify key drivers and implications of digital disruption.
- Analyze organizational readiness for digital transformation.
- Evaluate existing digital innovation pipelines and processes.
- Apply structured methods to assess digital opportunities and threats.
- Design and implement fit-for-purpose solutions for transformation.
- Develop and communicate a compelling vision for change.
- Lead cross-functional teams through digital transitions effectively.
- Utilize practical tools to measure and track innovation progress.
- Pitch digital transformation strategies confidently to stakeholders.
- Reflect on personal leadership style and adapt it for the digital age.
- Integrate new skills into daily leadership practices to drive outcomes.
- Demonstrate increased agility, innovation, and strategic foresight.

Course Content:

Unit 1: Digital Disruption and Impact on Your Firm:

- Understanding digital disruption: why change is essential.
- Introduction to the digital business innovation pipeline.
- Interpreting disruption at the ecosystem, organization, team, and personal levels.
- Frameworks to assess your firm's current and future digital positioning.

Unit 2: Process Steps to Lead Digital Transformation:

- Identifying and framing the core problems to solve.
- Selecting digital tools aligned with organizational goals.
- Step-by-step guidance through the digital innovation pipeline.
- Evaluating critical capabilities and building a minimum viable product MVP.
- Networking drinks and informal idea exchange.

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Unit 3: Building a Digital-Ready Culture:

- Leading cultural change and digital mindsets.
- Building cross-functional collaboration to support digital innovation.
- Reskilling and upskilling strategies for digital capabilities.
- Overcoming resistance and fostering digital engagement across teams.
- Internal communication strategies for promoting transformation.

Unit 4: Measuring Impact and Sustaining Momentum:

- Defining and tracking digital transformation KPIs.
- Leveraging data and analytics for performance monitoring.
- Ensuring governance and accountability in digital initiatives.
- Case studies of sustained digital change across industries.
- Building a roadmap for long-term digital success.

Unit 5: Effectively Pitching Your Vision to Lead Digital Change:

- Guest speakers from pioneering digital start-ups.
- Crafting a compelling digital vision story.
- Key elements of an effective solution pitch.
- Team-based group pitches to a panel of experts.
- Expert feedback, program closure, and certification ceremony.

Final Insights & Key Takeaways:

Digital leadership requires more than technology—it demands vision, adaptability, and strategic execution. This Digital Leadership and Change program empowers participants with a structured path to drive change confidently. By applying the tools and frameworks presented, professionals can future-proof their organizations. They will lead innovation and influence outcomes across sectors.