MERCURY

Strategy and Digital Transformation

28 March – 1 April 2027
Dubai (UAE)



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Introduction

The Strategy and Digital Transformation course explores how organizations can leverage technology to drive growth and competitiveness. Participants will examine the intersection of strategic planning and digital innovation. The course emphasizes integrating digital tools into business models for operational excellence. It covers frameworks for assessing digital readiness and managing transformation initiatives. Learners will explore case studies of successful digital strategies across industries. By the end, participants will understand how to implement digital transformation aligned with organizational goals.

Targeted Groups

This Strategy and Digital Transformation course targets professionals seeking specialized knowledge and skills:

- Business managers aiming to drive innovation.
- Strategy consultants seeking digital insights.
- IT leaders are involved in transformation projects.
- Entrepreneurs implementing technology-driven growth.
- Professionals in digital strategy and operations.
- Project managers managing digital initiatives.

Course Objectives

Participants will achieve the following objectives through Strategy and Digital Transformation:

- Understand digital transformation frameworks and models.
- Analyze the impact of technology on business strategy.
- Develop strategies integrating digital tools effectively.
- Evaluate organizational readiness for digital change.
- Apply digital innovation to enhance operational efficiency.
- Identify emerging trends in digital business.
- Design actionable transformation roadmaps.
- Align digital initiatives with organizational goals.
- Enhance decision-making through data-driven insights.
- Manage risks associated with digital transformation.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic thinking for digital initiatives.
- Proficiency in digital transformation tools.
- Analytical skills for assessing technology impact.
- Change management techniques.
- Innovation-driven decision-making.
- Project planning for digital implementation.
- Leadership in digital strategy execution.
- Evaluation of digital performance metrics.
- Risk management in transformation projects.
- Effective communication of strategic plans.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Digital adoption strategies in traditional businesses.
- Integration of AI and automation in workflows.
- Case studies on digital business model innovation.
- Managing organizational resistance to digital change.
- Evaluating ROI of digital investments.
- Developing digital strategies for customer engagement.
- Implementing cloud-based transformation projects.
- Leveraging data analytics for strategic decisions.

Course Content

Unit 1: Foundations of Strategy and Digital Transformation

- Definition and scope of digital transformation.
- Key principles of strategic planning.
- Digital maturity assessment frameworks.
- Role of technology in competitive advantage.
- Integration of strategy with digital initiatives.
- Identifying digital disruption in industries.
- Digital leadership and governance.

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Unit 2: Digital Tools and Technologies

- Overview of AI, cloud, and IoT applications.
- Digital platforms for business operations.
- Tools for data analytics and decision-making.
- Emerging technologies shaping industries.
- Cybersecurity and digital risk management.
- Technology adoption strategies.

Unit 3: Designing Digital Strategy

- Strategic planning for digital initiatives.
- Aligning digital projects with organizational goals.
- Innovation management and ideation techniques.
- Customer-centric digital solutions.
- Evaluating digital performance metrics.
- Prioritizing initiatives for maximum impact.
- Resource allocation for transformation projects.

Unit 4: Implementing Digital Transformation

- Change management principles.
- Communication strategies for adoption.
- Overcoming resistance to digital initiatives.
- Process redesign and automation strategies.
- Collaboration between IT and business units.
- Monitoring progress and KPIs.

Unit 5: Future Trends and Strategic Insights

- Emerging trends in digital business.
- Scenario planning for technological change.
- Evaluating new business models.
- Continuous improvement in digital strategy.
- Innovation ecosystems and partnerships.
- Leadership in digital transformation initiatives.
- Measuring long-term transformation success.

Final Insights & Key Takeaways

Participants will leave with practical skills to align strategy with digital innovation. They will drive organizational transformation with measurable results.