MERCURY

Digital Transformation Leader

27 – 31 December 2026
Sharm El-Sheikh (Egypt)



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Digital Transformation Leader

Ref: 121360_1029378 **Date:** 27 – 31 December 2026 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction

The Digital Transformation Leader course prepares professionals to lead organizations through complex digital change initiatives with clarity and confidence. It explores the strategic, organizational, and technological dimensions of digital transformation in modern enterprises. Participants gain a strong theoretical foundation in aligning digital initiatives with business goals and long-term value creation. The program emphasizes leadership responsibilities in managing innovation, digital culture, and enterprise-wide transformation. It also examines decision-making frameworks that support sustainable digital maturity. The course provides structured knowledge required to guide transformation efforts across sectors and industries.

Targeted Groups

This Digital Transformation Leader training targets professionals seeking knowledge and skills:

- Senior managers leading organizational change.
- Department heads responsible for digital initiatives.
- Strategy professionals shaping future business models.
- Transformation managers overseeing enterprise programs.
- IT leaders are coordinating with business units.
- Project managers supporting digital initiatives.
- Consultants involved in digital advisory roles.
- Professionals preparing for leadership in transformation roles.

Course Objectives

Participants will achieve the following objectives by completing the Digital Transformation Leader course:

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- Understand digital transformation concepts and leadership responsibilities.
- Analyze organizational readiness for digital change.
- Identify drivers of digital innovation across industries.
- Recognize the role of leadership in the success of transformation.
- Evaluate digital business models and value creation.
- Interpret the impact of emerging technologies on strategy.
- Apply structured approaches to transformation planning.
- Assess digital risks and governance requirements.
- Strengthen alignment between technology and business strategy.
- Improve decision-making in digital environments.
- Support data-driven organizational leadership.
- Understand cultural change during transformation.
- Enhance stakeholder engagement in digital initiatives.
- Measure transformation performance and maturity.

Targeted Competencies

Participants will gain the following competencies during the Digital Transformation Leader program:

- Strategic digital thinking capabilities.
- Leadership awareness in transformation environments.
- Business and technology integration understanding.
- Digital governance comprehension.
- Analytical evaluation of transformation initiatives.
- Change leadership mindset development.
- Communication across digital teams.
- Risk awareness in digital projects.
- Innovation leadership fundamentals.
- Organizational alignment skills.
- Performance monitoring understanding.

Studying Scenarios

In this Digital Transformation Leader training, participants develop skills through the following scenarios:

- Leading enterprise-wide digital change programs.
- Managing resistance to digital transformation.
- Aligning digital strategy with corporate vision.
- Evaluating digital maturity levels.
- Supporting leadership decisions under uncertainty.
- Coordinating business and technology stakeholders.
- Responding to market disruption through innovation.

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Course Content

Unit 1: Foundations of Digital Transformation Leadership

- Definition of digital transformation in modern organizations.
- Evolution from traditional operations to digital enterprises.
- Role of the Digital Transformation Leader.
- Strategic importance of leadership in digital change.
- Differences between digitization and transformation.
- Drivers influencing digital transformation globally.
- Impact of digital disruption on competitive advantage.
- Leadership responsibilities across transformation stages.

Unit 2: Digital Strategy and Business Model Innovation

- Linking digital strategy with organizational objectives.
- Understanding digital business transformation frameworks.
- Role of leadership in strategic digital planning.
- Identifying value creation opportunities through digital tools.
- Business model innovation in digital environments.
- Customer-centric transformation approaches.
- Digital transformation roadmap development principles.
- Long-term planning for sustainable digital growth.

Unit 3: Organizational Change and Digital Culture

- Importance of culture in digital transformation success.
- Leadership influence on organizational mindset.
- Managing resistance to technological change.
- Communication strategies during transformation initiatives.
- Building a digital-ready workforce.
- Encouraging innovation and continuous improvement.
- Aligning structure with digital operating models.
- Leadership behaviors that support transformation adoption.

Unit 4: Governance, Risk, and Performance Management

- Digital transformation governance structures.
- Leadership accountability in digital programs.
- Risk identification in transformation initiatives.
- Managing cybersecurity awareness at the leadership level.
- Data governance and decision-making oversight.
- Performance indicators for digital transformation success.
- Measuring digital maturity and progress.
- Ensuring compliance and organizational alignment.

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Unit 5: Emerging Technologies and Future Leadership

- Overview of emerging digital technologies.
- Leadership awareness of artificial intelligence.
- Role of data analytics in executive decisions.
- Automation and its influence on operating models.
- Digital platforms and ecosystem development.
- Strategic leadership in technology investment decisions.
- Preparing organizations for continuous digital evolution.
- Future skills required for digital transformation leaders.

Final Insights & Key Takeaways

Effective digital transformation leadership requires strategic vision, organizational alignment, and informed decision-making. This course equips leaders with the theoretical foundation needed to guide sustainable transformation in a rapidly evolving digital economy.