MERCURY

Leadership in Digital Transformation Program

13 – 17 September 2027
Vienna (Austria)



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Introduction

The Leadership in Digital Transformation program prepares leaders with the insight and capability to guide organizations through rapid digital change. This training explores how strategic digital leadership drives innovation, fosters agile cultures, and empowers teams to succeed in a digital ecosystem. Participants will learn how to align digital transformation initiatives with organizational vision, values, and business models. The course blends conceptual frameworks with scenario-based theoretical learning to deepen understanding of leadership challenges in digital environments. By integrating digital leadership training principles with industry trends, learners will anticipate changes and design effective digital strategies. It enables leaders to confidently spearhead digital transformation efforts that create value and sustainable competitive advantage.

Targeted Groups

This Leadership in Digital Transformation Program training targets professionals seeking knowledge and skills:

- Leaders aiming to accelerate strategic digital transformation leadership in their organizations.
- Mid and senior managers responsible for leading digital change initiatives.
- Digital innovation leaders are seeking to enhance their digital leadership skills.
- Team leads and project managers guide digital culture and performance.
- Business strategists are looking to integrate digital tactics with organizational goals.
- Executives preparing to shape digital strategy, governance, and transformation.

Course Objectives

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

- Understand the core concepts and frameworks that define effective digital transformation leadership.
- Recognize the role of digital leadership in shaping organizational culture, innovation, and competitive advantage.
- Analyze how disruptive technologies impact business models and strategic decision-making.
- Assess organizational readiness for digital transformation and identify capability gaps.
- Explore tools and methodologies for leading digital change, including digital maturity models.
- Cultivate a strategic mindset to anticipate trends and translate digital vision into actionable plans.
- Enhance communication skills to influence stakeholders and champion digital initiatives.
- Build confidence in navigating digital risks, ethical considerations, and governance structures.

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- Apply leadership theories to real-world digital transformation scenarios.
- Foster resilience and adaptability among teams in evolving digital landscapes.

Targeted Competencies

Participants will gain the following competencies during the Leadership in Digital Transformation program:

- Ability to articulate the strategic importance of digital transformation leadership.
- Skill in evaluating digital transformation frameworks and leadership models.
- Proficiency in aligning digital initiatives with organizational mission and operational goals.
- Competence in leading cross-functional teams through change and digital adoption.
- Expertise in identifying digital risks and implementing governance mechanisms.
- Capacity to drive digital innovation while managing cultural and human-centric challenges.
- Capability to translate market insights into strategic digital action plans.
- Aptitude for fostering collaborative environments that support digital learning and growth.
- Strength in measuring digital transformation outcomes and refining leadership practices.
- Insight into structuring digital leadership development pathways for self and others.

Studying Scenarios

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

- Leading a simulated digital transformation initiative in a traditional enterprise context.
- Diagnosing organizational digital readiness in a hypothetical case study.
- Developing a digital strategy blueprint based on evolving market challenges.
- Responding to leadership dilemmas involving digital ethics and data governance.
- Presenting a digital value proposition to stakeholders in a role-play scenario.
- Evaluating the impact of emerging technologies on business operations through analytics.

Course Content

Unit 1: Foundations of Digital Leadership and Transformation

- Introduction to digital leadership and its role in the 21st century.
- Digital transformation vs. digital innovation — definitions and key differences.
- Understanding the digital ecosystem and its implications for leadership.
- Core principles of digital change management and leadership culture.
- Digital transformation frameworks and leadership maturity models.
- Historical context and evolution of digital leadership practices.
- The impact of globalization and digital disruption on traditional organizational structures.
- How digital leadership influences customer experience in digital ecosystems.

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Unit 2: Strategic Vision and Digital Leadership Mindset

- Crafting a compelling digital vision aligned with organizational objectives.
- Strategic thinking tools for digital leadership decision-making.
- Scenario analysis for future digital trends and disruption.
- Leading innovation through digital strategy frameworks.
- Establishing strategic priorities in uncertainty.
- Balancing short-term performance with long-term digital transformation goals.
- Translating strategic digital objectives into operation-level action.
- Building alignment between leadership tiers and digital vision.

Unit 3: Leading Digital Change and Organizational Culture

- The human dimension of digital transformation and leadership challenges.
- Change management models for digital adoption success.
- Overcoming resistance and fostering digital culture acceptance.
- Empowering teams through digital collaboration and trust.
- Communication strategies for digital leaders.
- Role of emotional intelligence in leading digital teams.
- Digital leadership ethics, transparency, and empathy.
- Measuring cultural readiness for sustained digital transformation.

Unit 4: Digital Innovation Leadership and Technology Trends

- Key emerging technologies shaping business and leadership.
- Internet of Things IoT, AI, machine learning, and digital platforms.
- Leveraging data analytics for strategic decision-making.
- Integrating automation into business processes responsibly.
- Digital innovation leadership and sustainable practices.
- Customer-centric innovation models and design thinking.
- Case analysis: digital business transformation across industries.
- Aligning innovation initiatives with strategic outcomes.

Unit 5: Governance, Performance, and Sustaining Transformation

- Digital governance frameworks and leadership accountability.
- Risk management and compliance in digital transformation.
- KPI setting and performance measurement mechanisms.
- Continuous improvement practices for digital initiatives.
- Scaling digital transformation across business units.
- Building internal digital leadership pipelines and talent strategies.
- Challenges of legacy systems and digital modernization approaches.
- Leadership reflections: lessons, best practices, and next steps.

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Final Insights & Key Takeaways

Learners completing the Leadership in Digital Transformation program will have a strategic framework and skill set to lead digital initiatives with confidence and vision. It fosters the capabilities needed to drive meaningful, sustainable change in digitally evolving organizations.