



Strategic Planning for Digital Transformation: Roadmaps, Governance and Value

15 – 19 March 2027
Barcelona (Spain)



Strategic Planning for Digital Transformation: Roadmaps, Governance and Value

Ref: 5_1074568 **Date:** 15 – 19 March 2027 **Location:** Barcelona (Spain) **Fees:** 6200 Euro

Introduction

Many digital initiatives stall because they start as scattered technology projects rather than as part of a clear strategy with owners, priorities and measurable value. This Strategic Planning for Digital Transformation course from Mercury Training Center equips managers and planners to assess digital maturity, link digital choices to organisational goals, prioritise a portfolio of initiatives, set governance and performance measures, and lead the change that makes adoption stick. Participants build a practical digital transformation strategic roadmap they can take back to their organisation.

Course Objectives

- Assess the organisation's current digital maturity and capability gaps using structured assessment tools
- Align a digital vision and strategic objectives with overall organisational strategy
- Prioritise and sequence digital initiatives into a funded transformation portfolio
- Define governance, KPIs and OKRs that track the value delivered by transformation
- Plan change management and capability building to secure adoption
- Produce a phased digital transformation strategic roadmap ready for leadership approval

Target Audience

- Managers responsible for strategy and corporate planning functions
- Leaders of transformation, excellence or project management offices
- Department heads accountable for modernising services and operations
- IT and digital managers who shape technology investment priorities
- Performance and business development managers who track organisational results

Course Outline

Day 1: Digital Transformation Context and Current-State Assessment

- Digital Transformation Drivers and Business Model Disruption
- Digital Maturity Assessment Models and Scoring
- Capability Gap Analysis across People, Process and Technology
- PESTEL and SWOT Analysis for the Digital Context
- Stakeholder Mapping for Transformation Sponsorship

Day 2: Strategy Frameworks and Digital Vision

- Formulating a Digital Vision and Strategic Objectives
- Business Model Canvas for Digital Value Propositions
- Balanced Scorecard Linkage between Digital and Corporate Strategy
- Enterprise Architecture Principles with TOGAF as Reference
- Customer Journey Mapping to Identify Digital Opportunities

Day 3: Portfolio Prioritisation and Roadmap Design

- Initiative Prioritisation Matrix by Value, Effort and Risk
- Business Case and Cost-Benefit Analysis for Digital Initiatives
- Phased Roadmap Sequencing and Dependency Planning
- Agile Delivery and Minimum Viable Product Planning
- Resource, Budget and Sourcing Options for Transformation

Day 4: Governance, Performance and Transformation Risk

- Transformation Governance Structures and Decision Rights
- KPI and OKR Design for Measuring Digital Value
- Digital Risk, Cybersecurity and Data Governance Considerations
- ADKAR Model for Managing Change and Adoption
- Common Failure Patterns and Recovery Actions in Transformation

Day 5: Roadmap Case Study and Leadership Presentation

- Cross-Sector Case Study Analysis of Transformation Programmes
- Team Build of a Digital Maturity Baseline for the Case
- Drafting the Phased Transformation Roadmap and KPI Dashboard
- Peer Challenge Review of Roadmap Assumptions and Risks
- Presentation of the Digital Transformation Strategic Roadmap

Skills You Will Gain

- Digital Maturity Assessment
- Digital Strategy Formulation
- Initiative Portfolio Prioritisation
- Business Case Development
- Transformation Governance
- Digital Value Measurement
- Change Adoption Planning
- Roadmap Design

Why Attend This Course

- Replace scattered technology projects with one coherent plan tied to organisational goals
- Gain tools to defend digital investment decisions in front of senior leadership
- Learn from transformation cases drawn from government, services and industry
- Leave with a digital transformation strategic roadmap and KPI set ready to adapt at work

Conclusion

Digital transformation succeeds when it is planned as a strategy rather than bought as technology. Over five days, participants move from assessing maturity to prioritising initiatives, setting governance and measures, and planning adoption, finishing with a roadmap that gives leadership a clear, phased view of where the organisation is heading and how progress will be measured.