MERCURY

Digital Leadership and Management Training Course

28 March – 1 April 2027
Amman (Jordan)



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Ref: 16033_1080745 **Date:** 28 March – 1 April 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction to Digital Leadership and Management:

In today's fast-paced digital landscape, organizations require leaders who can navigate technological disruption with agility and foresight. The Digital Leadership and Management course equips professionals with essential competencies to lead effectively in a digitally-driven environment. It integrates traditional leadership principles with advanced digital strategies, ensuring participants will be ready for current and future challenges.

Participants will explore how emerging technologies, data-driven decision-making, and innovative leadership approaches transform management practices. The Digital Leadership and Management training course emphasizes hands-on learning through practical tools, case studies, and real-world scenarios. Professionals will develop the skills to guide teams, manage projects, and influence digital strategies confidently.

This Digital Leadership and Management program highlights the importance of ethical decision-making and strategic foresight in digital leadership. This training program cultivates visionary leaders ready to thrive in a complex, technology-driven business world. Participants will learn to implement transformative solutions and foster resilient, innovation-focused organizations.

Targeted Groups:

This Digital Leadership and Management training course targets professionals seeking specialized knowledge and skills:

- Senior executives aiming to lead digital transformation initiatives.
- Mid-level managers transitioning into digital leadership roles.
- Project managers responsible for digital projects and innovation.
- Business consultants and strategists supporting digital change.
- Entrepreneurs looking to scale their businesses through digital leadership.
- IT managers and technology specialists aspiring to executive positions.
- HR professionals oversee digital competency development programs.
- Government officials responsible for e-government and digital initiatives.
- Marketing managers are driving digital marketing and strategy implementation.
- Professionals in industries heavily impacted by digital disruption.
- Corporate leaders seeking executive digital leadership training.

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Course Objectives:

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

- Understand the principles of digital leadership and agile management.
- Analyze the impact of digital transformation on business models.
- Apply strategic planning techniques to digital initiatives.
- Evaluate digital tools for effective communication and collaboration.
- Develop innovative solutions for complex digital business challenges.
- Implement change management strategies in digital projects.
- Enhance decision-making skills using evidence-based, data-driven insights.
- Lead remote and hybrid teams efficiently using digital platforms.
- Strengthen cybersecurity awareness in leadership roles.
- Adapt leadership approaches to evolving digital and technological environments.
- Formulate digital strategies aligned with organizational objectives.
- Build frameworks to foster continuous innovation and digital growth.
- Integrate ethical considerations into leadership practices.
- Guide cross-functional teams through digital transformation initiatives.
- Reflect on emerging digital trends and anticipate future leadership needs.
- Cultivate organizational resilience to technological disruptions.
- Leverage AI, automation, and analytics tools to enhance decision-making.
- Encourage collaborative innovation across all levels of digital management.
- Measure digital performance and optimize operations through key performance indicators.
- Promote a culture of adaptability, foresight, and strategic digital thinking.

Targeted Competencies:

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

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- Mastery of digital leadership and agile management principles.
- Strategic thinking for planning and executing digital initiatives.
- Expertise in data analytics for decision-making.
- Competence in managing remote teams and digital workflows.
- Advanced skills in risk assessment and cybersecurity leadership.
- Innovation management in digital transformation contexts.
- Effective communication across virtual and hybrid teams.
- Change management and stakeholder engagement proficiency.
- Ethical leadership in complex digital scenarios.
- Ability to build resilient organizations capable of adapting to technological disruptions.
- Capacity to evaluate and integrate emerging digital technologies.
- Expertise in fostering continuous learning and digital growth.

Course Content:

Unit 1: Foundations of Digital Leadership and Management:

- Define digital leadership and its strategic importance.
- Understand the differences between traditional and digital management.
- Examine leadership agility in fast-changing digital environments.
- Explore core models and frameworks for digital leadership.
- Analyze case studies of successful digital transformation initiatives.
- Study leadership styles suited for remote and hybrid teams.
- Understand the global impact of digital disruption.
- Develop skills to anticipate and respond to digital challenges.
- Explore ethical leadership in digital contexts.
- Assess competencies needed for future-ready digital leaders.

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Unit 2: Digital Strategy, Business Models, and Innovation:

- Identify key components of digital business models.
- Develop strategic frameworks aligned with organizational vision.
- Assess the role of emerging technologies in driving business growth.
- Understand platform ecosystems and networked business models.
- Explore enablers and barriers to successful digital transformation.
- Apply creativity techniques for digital innovation.
- Analyze competitive advantage in digitally transformed industries.
- Evaluate successful digital strategy implementation through case studies.
- Explore methods for scaling digital innovation across organizations.
- Understand customer-centric approaches in digital business models.

Unit 3: Digital Communication, Collaboration, and Remote Leadership:

- Implement strategies for effective virtual communication.
- Utilize digital tools for enhanced collaboration and productivity.
- Manage cross-functional and remote teams efficiently.
- Apply leadership best practices in hybrid workplaces.
- Address challenges of managing global digital teams.
- Implement digital etiquette and communication protocols.
- Ensure data privacy and regulatory compliance in communications.
- Leverage AI and automation to optimize team performance.
- Develop frameworks for continuous digital engagement.
- Analyze methods to boost team cohesion in digital environments.

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Unit 4: Data-Driven Decision-Making and Digital Risk Management:

- Understand the strategic role of data analytics in leadership.
- Analyze and interpret data to optimize performance.
- Define metrics and KPIs for measuring digital initiatives.
- Apply predictive analytics for proactive decision-making.
- Identify and manage digital risks, including cybersecurity threats.
- Build cyber resilience into organizational strategies.
- Integrate regulatory compliance and ethical considerations.
- Develop risk mitigation plans for digital projects.
- Utilize analytics tools for informed decision-making.
- Evaluate real-world examples of data-driven leadership.

Unit 5: Leading Change, Future Trends, and Continuous Digital Growth:

- Learn change management principles for digital transformation.
- Develop action plans for leading digital change initiatives.
- Foster a culture of continuous learning and digital adaptability.
- Analyze emerging trends in digital leadership and innovation.
- Explore AI, machine learning, and their leadership role.
- Examine the impacts of blockchain, IoT, and big data on organizations.
- Plan for sustainable digital growth and competitive advantage.
- Reflect on evolving leadership needs in digital contexts.
- Develop strategies for future-proofing digital organizations.
- Promote collaborative innovation to drive long-term digital success.

Final Insights & Key Takeaways:

The Digital Leadership and Management Training Course equips participants with essential tools to navigate complex digital landscapes. Professionals will leave with practical skills and strategic insights to lead digital initiatives confidently. The program fosters forward-thinking leadership necessary for sustained success in the digital era. Participants will embrace technological innovation, manage digital risks, and inspire teams effectively. This course empowers leaders to transform their organizations into resilient, adaptive, and innovation-focused entities.