



Innovation & Digital Transformation Leadership

19 - 23 Oct 2026
Casablanca (Morocco)



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Ref.: 121605_1039924 **Date:** 19 - 23 Oct 2026 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction

The Innovation & Digital Transformation Leadership course equips professionals with advanced knowledge of innovation management, digital leadership strategies, and modern business transformation practices in highly competitive environments. It explores how organizations accelerate growth through digital innovation, strategic leadership, agile transformation, and technology-driven decision-making. Participants examine practical approaches for leading organizational change, improving operational efficiency, and fostering a culture of continuous innovation across departments. The program highlights emerging trends in digital transformation strategy, customer-centric innovation, data-driven leadership, and smart business models that support sustainable competitive advantage. It focuses on leadership capabilities to manage transformation initiatives, digital disruption, workforce adaptation, and cross-functional collaboration in evolving industries. Through structured theoretical learning, participants strengthen their ability to align innovation goals with organizational strategy while supporting long-term digital business success.

Targeted Groups

This Innovation & Digital Transformation Leadership training targets professionals seeking knowledge and skills:

- Executive leaders managing digital transformation initiatives.
- Innovation managers leading organizational development projects.
- Department heads supervising technology-driven operations.
- Business transformation specialists improving strategic performance.
- Project managers handling innovation implementation programs.
- HR leaders supporting digital workplace transformation.
- Strategy professionals driving organizational modernization.
- Operations managers improving efficiency through digital solutions.
- Entrepreneurs building innovation-focused business models.
- Consultants advising organizations on transformation strategy.
- Public sector administrators managing modernization initiatives.
- Professionals seeking leadership skills in digital innovation.

Course Objectives

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

- Understand modern innovation leadership principles.
- Analyze digital transformation frameworks across industries.
- Evaluate organizational readiness for digital change.
- Develop strategic innovation planning capabilities.
- Improve decision-making using business intelligence insights.
- Examine digital disruption and competitive positioning.
- Strengthen leadership approaches during organizational transformation.

- Identify methods for building innovative workplace cultures.
- Assess operational efficiency through digital technologies.
- Explore agile leadership and adaptive management practices.
- Improve customer experience through digital innovation strategies.
- Examine data-driven performance improvement methods.
- Understand risk management in transformation projects.
- Enhance collaboration across digital business environments.
- Support sustainable growth through innovation strategies.
- Evaluate emerging technologies influencing business leadership.
- Strengthen strategic thinking for future-focused organizations.

Targeted Competencies

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

- Strategic innovation management skills.
- Digital transformation leadership capabilities.
- Organizational change management techniques.
- Agile decision-making and adaptive leadership.
- Business process improvement knowledge.
- Innovation-driven strategic planning abilities.
- Cross-functional collaboration and communication skills.
- Technology integration and operational alignment expertise.
- Data interpretation for business performance analysis.
- Customer-centric innovation development capabilities.
- Leadership skills for digital workplace transformation.
- Risk assessment in innovation initiatives.
- Performance optimization and productivity improvement skills.
- Strategic problem-solving in dynamic business environments.

Studying Scenarios

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

- Executive teams coordinate digital transformation programs across interconnected departments.
- Customer satisfaction increases through the implementation of innovative digital solutions.
- Organizational resistance during the adoption of new technologies.
- Operational workflows through advanced automation initiatives.
- Competitive positioning improves through the development of strategic innovation plans.
- Agile leadership practices support efficiency during organizational transformation efforts.
- Strategic business objectives with enterprise-wide digital initiatives.

Course Content

Unit 1: Foundations of Innovation and Digital Transformation Leadership

- Understanding innovation leadership in modern organizations.
- Defining digital transformation and business modernization.
- Exploring strategic leadership in technology-driven environments.

- Examining innovation ecosystems and organizational adaptability.
- Understanding disruptive innovation and market evolution.
- Identifying drivers of digital business transformation.
- Exploring leadership responsibilities during organizational change.
- Understanding customer-focused innovation strategies.
- Evaluating competitive advantage through digital capabilities.

Unit 2: Strategic Planning for Digital Transformation

- Developing digital transformation roadmaps and objectives.
- Aligning innovation strategies with organizational vision.
- Evaluating organizational readiness for digital initiatives.
- Understanding strategic planning for business transformation.
- Assessing operational gaps and digital opportunities.
- Exploring business model innovation for sustainable growth.
- Understanding digital governance and leadership accountability.
- Analyzing market trends influencing digital strategy.
- Examining transformation priorities in competitive industries.

Unit 3: Innovation, Culture, and Organizational Agility

- Building innovation-focused organizational cultures.
- Encouraging collaboration and creative problem-solving.
- Understanding agile leadership principles and adaptability.
- Supporting workforce engagement during transformation initiatives.
- Managing resistance to organizational and technological change.
- Developing continuous improvement and innovation practices.
- Promoting knowledge sharing across business functions.
- Enhancing communication during digital transformation projects.
- Encouraging leadership resilience in changing environments.

Unit 4: Technology, Data, and Digital Business Performance

- Understanding the role of emerging technologies in leadership.
- Exploring artificial intelligence in business transformation.
- Evaluating cloud computing and digital infrastructure strategies.
- Understanding data-driven decision-making processes.
- Analyzing business intelligence for strategic planning.
- Improving operational efficiency through automation practices.
- Examining cybersecurity awareness in digital environments.
- Understanding digital customer experience management.
- Evaluating performance metrics for transformation initiatives.

Unit 5: Leading Sustainable Innovation and Future Growth

- Developing sustainable innovation leadership approaches.
- Managing long-term transformation and organizational scalability.
- Exploring digital leadership in evolving global markets.
- Understanding future trends in digital business strategy.
- Evaluating innovation performance and business outcomes.
- Strengthening strategic partnerships for digital growth.
- Managing transformation risks and organizational uncertainty.



- Supporting ethical leadership in digital transformation.
- Creating future-ready organizations through continuous innovation.

Final Insights & Key Takeaways

Innovation and digital transformation leadership require strategic vision, adaptive leadership, and continuous organizational learning to maintain long-term competitiveness in evolving markets. Successful leaders create sustainable business growth by aligning innovation strategies, digital capabilities, operational efficiency, and customer-focused transformation initiatives within dynamic organizational environments.



**Registration form on the :
Innovation & Digital Transformation Leadership**

code: 121605 **From:** 19 - 23 Oct 2026 **Venue:** Casablanca (Morocco) **Fees:** 4500 **Euro**

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