



Management & Leadership

Mastery in digital transformation and innovation

- Location: London
- Date: From 24/2/2025 To 28/2/2025
- Investment: \$5950 (Excluding VAT)



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ACADEMY


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Course Introduction

This 5-day intensive course equips participants with the knowledge, skills, and mindset to navigate the complexities of the digital age and drive successful digital transformation initiatives within their organizations. Participants will explore the latest trends and technologies, develop strategic thinking, and gain practical insights into leading and managing change in a digital world.

Training Method

- Pre-assessment
 - Live group instruction
 - Use of real-world examples, case studies and exercises
 - Interactive participation and discussion
 - Power point presentation, LCD and flip chart
 - Group activities and tests
 - Each participant receives a binder containing a copy of the presentation
 - slides and handouts
 - Post-assessment
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Course Objectives

Upon successful completion of this course, participants will be able to:

- Understand the key drivers and challenges of digital transformation.
- Develop and implement a comprehensive digital transformation strategy.
- Identify and leverage emerging technologies (AI, IoT, Blockchain, Cloud Computing) to drive innovation.
- Build a data-driven organization and leverage data analytics for business decisions.
- Foster a culture of innovation and adaptability within their organization.
- Lead and motivate teams through the challenges of digital transformation.
- Develop and implement change management strategies for successful digital transformation.
- Evaluate the impact of digital transformation initiatives and measure ROI.

Who Should Attend?

This course is designed for a wide range of professionals, including:

- C-level Executives (CEOs, CIOs, CMOs)
 - Business Leaders and Managers
 - Innovation Managers
 - Digital Transformation Specialists
 - IT Professionals
 - Entrepreneurs
 - Anyone seeking to enhance their leadership and strategic thinking skills in the digital age.
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Course Outline


Day 1: Foundations of Digital Transformation

- The Digital Revolution: Trends, Technologies, and Disruptions
- Understanding the Business Value of Digital Transformation
- Developing a Digital Vision and Strategy
- Assessing Organizational Readiness for Digital Transformation

Day 2: Emerging Technologies and Innovation

- Artificial Intelligence (AI) and Machine Learning in Business
- Internet of Things (IoT) and its Applications
- Blockchain Technology and its Potential Impact
- Cloud Computing and its Role in Digital Transformation
- Big Data Analytics and Business Intelligence

Day 3: Customer Experience and Digital Transformation


- The Customer Journey in the Digital Age
 - Digital Marketing and Customer Engagement
 - Building a Strong Online Brand Presence
 - Personalization and Customer Experience
 - Digital Channels and Omnichannel Strategies
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Course Outline

Day 4: Leading Change and Building a Digital Culture

- Change Management Strategies for Digital Transformation
- Building a Data-Driven Culture
- Developing Digital Skills and Competencies
- Leading and Motivating Teams in a Digital World
- Fostering Innovation and Entrepreneurship

Day 5: The Future of Business and the Digital Landscape

- Emerging Trends and Future of Work
 - Ethical Considerations in the Digital Age
 - The Role of Leadership in Driving Digital Transformation
 - Case Studies and Real-World Examples
 - Q&A and Wrap-up Session
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Registration & Payment

Complete & Mail to London Royal Academy or email
registration@londonra.com



Registration Form

- Full Name (Mr / Ms / Dr / Eng)
- Position
- Telephone / Mobile
- Personal E-Mail
- Official E-Mail
- Company Name
- Address
- City / Country

Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





Terms & Conditions

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Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

www.londonra.com/terms-and-conditions/

Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

Course Materials

The course material, prepared by the LRA, will be digital and delivered to candidates by email

Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



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THANK YOU

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