LONDON ROYAL ACADEMY

Mastery in digital transformation and innovation

COURSE DETAILS:

- 20/11/2024 - 06/12/2024   London /UK
- 14950 USD per Person
VAT is Excluded If Applicable

COURSE INTRODACTION:

In today's rapidly evolving digital age, organizations that embrace digital transformation and continuous innovation are poised for success. This five-day course equips participants with the knowledge, skills, and future-oriented perspective to become leaders and drivers of impactful digital transformation initiatives within their organizations.

COURSE OBJECTIVES:

• Define digital transformation and its significance for organizational success in the future.
• Utilize future studies methodologies to identify emerging trends, technologies, and potential disruptions in the digital landscape.
• Develop a compelling digital vision and roadmap aligned with future trends.
• Assess their organization's digital maturity and identify areas for improvement.
• Design and implement effective digital transformation strategies tailored to their specific organizational context.
• Foster a culture of innovation and creativity within their teams.

• Manage change effectively and overcome resistance to digital transformation.
• Measure and track the success of digital transformation initiatives.

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

WHO SHOULD ATTEND?

• Business leaders and executives seeking to guide their organizations through digital transformation.
• Innovation managers and change agents responsible for driving innovation initiatives.
• Project managers and team leaders overseeing digital transformation projects.
• Marketing, IT, and other professionals involved in digital initiatives.
• Anyone seeking to understand the future of digital transformation and develop future-proof skills.

Day 1+2: The Future of Digital Transformation

- **Introduction:** Welcome and course overview.
- **The Changing Digital Landscape:** Exploring the impact of key trends like artificial intelligence, big data, cloud computing, and the Internet of Things (IoT) on businesses and industries.
- **The Power of Future Studies:** Understanding how future studies methods like scenario planning and trend analysis can inform digital transformation strategies.
- **Identifying Digital Disruptions:** Learning to identify potential disruptions in your industry and develop strategies to adapt and thrive.
- **Case Study:** Analysing a real-world example of a successful (or failed) digital transformation initiative and the lessons learned.

Day 3+4: Developing a Future-Proof Digital Vision

- **Digital Vision & Strategy:** Understanding the importance of a clear digital vision that inspires and guides the organization towards the future.
- **Developing Your Digital Vision Statement:** Participants work through a framework to craft a compelling digital vision statement aligned with future trends.
- **Assessing Digital Maturity:** Learning frameworks to assess your organization's digital maturity across various dimensions (culture, technology, processes).
- **Identifying Transformation Gaps:** Analysing the digital maturity assessment results to identify areas requiring improvement for successful transformation.
- **Guest Speaker:** A digital transformation expert shares insights on building a future-oriented digital vision and strategy.

Day 5+6: Designing & Implementing Digital Strategies

- **From Vision to Actionable Strategies:** Translating the digital vision into practical, step-by-step strategies for different organizational functions (marketing, sales, operations, etc.).
- **Design Thinking for Innovation:** Understanding design thinking principles and applying them to develop innovative digital solutions.
- **Building a Culture of Innovation:** Exploring strategies to foster a culture that encourages creativity, experimentation, and risk-taking within teams.
- **Change Management for Digital Transformation:** Learning effective change management techniques to overcome resistance and ensure successful adoption of new digital initiatives.
- **Workshop:** Participants work in teams to develop a digital transformation strategy for a specific business challenge, incorporating future studies considerations.

Day 7+8: Leading the Digital Transformation Journey

- **Leadership for Innovation:** Exploring the role of leadership in driving digital transformation and fostering a culture of innovation.
- **Managing Digital Transformation Projects:** Learning effective project management techniques for successful implementation of digital initiatives.
- **Building Agile & Cross-Functional Teams:** Understanding the importance of agile teams and cross-functional collaboration for successful digital transformation.
- **Communication & Stakeholder Engagement:** Developing effective communication strategies to engage stakeholders and gain buy-in for digital transformation initiatives.
- **Case Study:** Analysing a case study of how a leader effectively managed and championed a complex digital transformation project.

Day 9+10: Measuring Success & The Future of Digital

- **Metrics for Digital Transformation Success:** Identifying key performance indicators (KPIs) to track progress, measure the impact of digital initiatives, and demonstrate ROI.
- **Continuous Learning & Adaptation:** Understanding the importance of continuous learning, adaptability, and embracing a growth mindset in the fast-paced digital world.
- **Emerging Trends & The Future of Digital:** Exploring the latest trends shaping the future of digital (e.g., Web3, metaverse) and their potential implications for businesses.
- **Course Wrap-Up & Q&A Session:** Reviewing key takeaways from the course, addressing any remaining questions, and discussing ongoing learning and support resources.
- **Action Planning:** Participants develop personalized action plans outlining steps to champion digital transformation within their organizations, including leveraging future studies to stay ahead of the curve.

Registration-T&C

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

Full Name (Mr / Ms / Dr /
Eng):..
Position:..
Telephone / Mobile:..
Personal E-Mail:...
Official E-Mail:...
Company Name:...
Address:..
City / Country:...
 Please invoice me
 Please invoice my company

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 has been prepared by the LRA , will be digital and deliver to candidates by Email.

CERTIFICATES
Accredited Certificate of completion will be issued to those who attend & successfully complete the Course

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/

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

London Royal Academy

CH No: 15668865
Mayfair office:
1 Mayfair Pl, 1st Floor W1J 8AJ
London , UK

City office:
124 City Road EC1V 2NX
London , UK

Dubai Office:
Park Towers, DIFC Office 7

Tel:+44 2080898183
info@londonra.com
www.londonra.com

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