



LEADING YOUR ORGANIZATION'S DIGITAL TRANSFORMATION



COURSE OVERVIEW

Digital transformation is no longer optional—it's a strategic imperative for any organization that seeks to remain competitive, resilient, and relevant in today's fast-paced and technology-driven world. This course equips senior leaders with the knowledge, tools, and leadership capabilities to drive successful digital transformation initiatives. Participants will explore key technologies, strategic frameworks, change management techniques, and innovation practices necessary to lead their organizations through digital change. Through real-world case studies, group discussions, and practical exercises, attendees will learn to align digital strategy with business objectives and develop actionable transformation roadmaps.

DATES, VENUES AND FEES



09 – 13 November 2025 - Dubai

(5 Days)

Fees

US\$ 4500

Note: Fee is per participant + 5% VAT (if applicable).

Groups from the same company can enjoy a **discounted** price.

WHO SHOULD ATTEND?

This course is appropriate for a wide range of professionals but not limited to:

- C-level executives (CEOs, CIOs, CTOs, CMOs, COOs)
- Departmental heads and senior managers
- Strategy, innovation, or digital transformation leaders
- Change management professionals
- Public sector leaders overseeing digital modernization
- Anyone responsible for planning or leading digital initiatives

CONTACT US NOW

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ACCREDITATION



This training course is certified by CPD.

The CPD Certification Service is the leading independent CPD accreditation institution operating across industry sectors to complement the Continuing Professional Development policies of professional institutes and academic bodies. The CPD Certification Service provides support, advice, and recognised independent CPD accreditation compatible with global CPD principles. CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. CPD Units are only awarded to programmes after each programme is scrutinised to ensure integrity and quality according to CPD standards and benchmarks.

COURSE CERTIFICATE

MSTC certificate will be issued to all attendees completing a minimum of 80% of the total tuition hours of the course.

CPD internationally recognized certificate will be issued for all participants who will meet the course requirements. CPD certificates will be issued within a month of the successful completion of the course.

TRAINING METHODOLOGY

- Expert-led sessions with dynamic visual aids
- Comprehensive course manual to support practical application and reinforcement
- Interactive discussions addressing participants' real-world projects and challenges
- Insightful case studies and proven best practices to enhance learning

LEARNING OBJECTIVES

By the end of this course, participants should be able to:

- Understand the fundamentals and drivers of digital transformation.
- Analyze their organization's current digital maturity and identify areas for improvement.
- Develop and lead a comprehensive digital transformation strategy.
- Leverage emerging technologies such as AI, automation, cloud computing, and big data.
- Drive cultural change and innovation across business units.
- Align digital initiatives with business goals, KPIs, and customer value.
- Manage risks and lead through resistance during the transformation journey.

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COURSE OUTLINE

DAY 1

The Digital Transformation Landscape

- Pre test
- Understanding digital disruption and its impact on industries
- Key technologies driving change: AI, IoT, blockchain, cloud
- Digital maturity models and benchmarking
- Assessing your organization's readiness for transformation
- Workshop

DAY 2

Building a Digital Strategy

- Vision, mission, and goal setting for digital transformation
- Aligning digital strategy with business objectives
- Digital operating models and innovation frameworks
- Customer-centric transformation and value creation
- Group Exercise

DAY 3

Technology Enablement and Integration

- Leveraging data, analytics, and automation
- Cloud computing, ERP modernization, and IT infrastructure
- Integrating legacy systems with modern technologies
- Cybersecurity and data governance in digital initiatives
- Case Study

DAY 4

Leading Change and Driving Innovation

- Leadership in the digital age: skills, mindsets, and behaviors
- Change management frameworks (Kotter, ADKAR)
- Overcoming resistance and building a culture of agility
- Talent management, upskilling, and workforce engagement
- Role-play

DAY 5

Roadmapping and Execution

- Defining digital KPIs and success metrics
- Agile project management and governance
- Funding, scaling, and sustaining digital transformation
- Creating your 90-day digital transformation roadmap
- Capstone Presentation
- Post test

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