

## Certificate in Digital Transformation (CDT)

Professional training programme



### SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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## — Workshop Overview

Another evolution is here and talk has begun about Industry 5.0. With urgent need to adopt digital transformation, global spending on digital transformation is expected to reach \$2.8 trillion in 2025, as per the International Data Corporation (IDC). In the past, many organizations have managed to evolve and survive by going through a fundamental change of service delivery transformation like Britannica, the now, digital encyclopedia. Others have managed to benefit from innovative platforms and digital communities to evolve and become disruptors like Airbnb, Uber, and Netflix. This essential course will give a 360 perspective on the topic of digital transformation and is suitable for anyone involved in the digital transformation process. This interactive course is based not only on theory but also on experience, using practical use cases, tools and techniques to give participants the knowledge needed to be involved in building the right digital strategy for their organizations' success.

### Why Attend

This course is based on open discussions, question and answer sessions, group exercises, activities, videos, case studies and presentations based on best practices, case studies and core principles.

### Who Should Attend

This course is suitable for anyone involved in developing or implementing digital strategies.

## — Learning Objectives

- Explain the journey and process of digital transformation from digitization, digitalization through to transformation
- Utilize emerging technologies, such as Big Data, Blockchain, Cloud Computing, Robotic Process Automation (RPA), and Metaverse, and list their applications and business cases
- Understand the principles for developing and implementing a digital business strategy
- Explain important trends evolving from digital transformation and the criticality of investing and implementing them
- Play an active role in defining the leadership and governance structure for digital transformation initiatives and translate digital strategy into action

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## Course Outline

DAY  
1

### Digital Transformation Overview

- What is Digital Transformation?
- Digital transformation frameworks
- What are the benefits of digital transformation?

DAY  
2

### Digital Transformation Domains

- Customers
- Competition
- Data
- Innovation
- Value

DAY  
3

### Principles of Digital Business Strategy

- Know yourself
- Know your customer
- Competition
- Resources
- Current position
- Engine of growth
- Tactics

DAY  
4

### Emerging technologies

- Big Data
- Blockchain
- Cloud Computing
- Robotic Process Automation (RPA)
- Metaverse

DAY  
5

### Must watch trends

- Cybersecurity
- Business data analytics
- Day 6: Innovation
- Define innovation

- Innovation stages
- What is design thinking?
- Design thinking steps
- Sprint workshops
- Day 7: Digital Transformation Strategy
- Where to start
- Who leads digital transformation?
- Formulating a digital transformation strategy

## — Upcoming Classroom Dates

| DATE                  | LOCATION                | FEE    |
|-----------------------|-------------------------|--------|
| 12 - 16 October 2026  | Barcelona - Spain       | €1,925 |
| 12 - 16 October 2026  | London - United Kingdom | €2,100 |
| 9 - 13 November 2026  | Paris - France          | €2,250 |
| 9 - 13 November 2026  | Istanbul - Türkiye      | €1,425 |
| 14 - 18 December 2026 | Frankfurt - Germany     | €1,625 |
| 14 - 18 December 2026 | Vienna - Austria        | €2,125 |
| 18 - 22 January 2027  | Amsterdam - Netherlands | €2,125 |
| 15 - 19 February 2027 | Geneva - Switzerland    | €2,625 |

## — Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact [info@sparktraining.eu](mailto:info@sparktraining.eu) or +31 85 115 0004.