



LEADERSHIP AND MANAGEMENT

Digital Leadership Programme

Course code: LM-025

SPARK TRAINING

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

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— Workshop Overview

Digital transformation is reshaping industries, customer expectations, and ways of working. Leaders must be able to guide organizations through change, adopt emerging technologies, manage risk, and create sustainable digital strategies. This course provides participants with practical tools to lead digital transformation initiatives, build agile cultures, implement innovation, and sustain long-term business value.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, strategy workshops, group discussions, digital planning exercises, leadership activities, and real workplace examples.

Who Should Attend

Executives and Senior Managers
Department Heads
Digital Transformation Leaders
Project Managers
Innovation Managers
Business Owners
Anyone leading organizational change and

— Learning Objectives

- Understand the fundamentals of digital transformation
- Identify leadership roles in successful digital change
- Assess risks and opportunities of digital initiatives
- Build cultures that support innovation and adoption
- Design practical digital transformation strategies
- Lead implementation projects effectively
- Measure progress using relevant KPIs
- Sustain momentum and continuous digital improvement

Course Outline

DAY
1

Foundations of Digital Transformation Leadership

- Understanding today's digital business environment
- Meaning and benefits of digital transformation
- Characteristics of successful transformation journeys
- Common barriers and resistance factors
- Leadership styles for digital environments
- Strategic mindset: think big, start small, scale fast
- Overview of key digital tools and technologies

DAY
2

Risk, Drivers, and Strategic Integration

- Leadership responsibilities in digital transformation
- Risks linked to digital initiatives and how to manage them
- Different forms of digital transformation projects
- Key business drivers for digital investment
- Emerging technologies and business applications
- Understanding Gartner's Hype Cycle
- Main phases of digital transformation
- Case study: lessons from successful digital initiatives

DAY
3

Preparing the Organisation for Digital Change

- Assessing readiness for digital transformation
- Building a culture open to digital adoption
- Best practices for leading digital change
- Influencing and engaging stakeholders
- Identifying priority areas for transformation
- Building high-performing digital teams
- Cross-functional collaboration for digital success

DAY
4

Developing and Executing Digital Strategy

- Steps to create a digital transformation strategy
- Features of effective digital strategies
- Innovation and disruptive business models
- Evaluating and redesigning business models

- Core elements of a digital transformation roadmap
- Activity: Build a practical digital strategy plan

DAY

5

Sustaining Digital Change and Long-Term Value

- Managing digital transformation projects effectively
- Tools and techniques for strategy execution
- Metrics for measuring transformation success
- Maintaining momentum after implementation
- Continuous improvement and scaling success
- Final presentation of digital strategy plans
- Course review and feedback session

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€2,125
12 - 16 October 2026	Istanbul - Türkiye	€1,925
9 - 13 November 2026	Amsterdam - Netherlands	€2,100
16 - 20 November 2026	Istanbul - Türkiye	€1,600
7 - 11 December 2026	Paris - France	€2,200
14 - 18 December 2026	Barcelona - Spain	€2,100
21 - 25 December 2026	Munich - Germany	€2,125
4 - 8 January 2027	Istanbul - Türkiye	€1,425

— 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 or +31 85 115 0004.