

Digital Transformation Blueprint: Redefining Business for the Future

27 September – 1 October 2027
Amsterdam

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Ref: 45_12743 **Date:** 27 September – 1 October 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Digital Transformation Blueprint: Redefining Business for the Future Overview:

In the age of rapid technological advancements, the 'Digital Transformation Blueprint: Redefining Business for the Future' course serves as a comprehensive guide for companies aiming to harness the power of digital. From understanding the History of Digital Transformation to employing Digital Strategy Mastery, this course ensures that participants are equipped to lead the Digital Business Revolution. Delving deep into Digital Business Models, Digitization vs Digitalization, and Business Process Reengineering, it prioritizes real-world applications, highlighting cases like Hagleitner senseManagement and ThyssenKrupp Elevator MAX. Offering a blend of Digital Transformation Training and Digital Business Adaptation strategies, this course truly redefines how businesses should view their future in a digitalized world.

Target Audience:

- CEOs and CTOs: Aiming for a Digital Business Revolution
- Digital Strategists: Enhancing their Digital Strategy Mastery
- Business Analysts: Focusing on Business Digitalization and Business Model Redesign
- IT Managers: Exploring Digitization vs Digitalization
- Project Managers: Implementing Digital Implementation Techniques

Targeted Organizational Departments:

- IT Department: For Digital Transformation and Digital Reality Assessment
- Strategy and Planning: Focusing on Digital Business Models and Digital Strategy Mastery
- Operations: Understanding Business Process Reengineering and Digital Ambition Setting

Targeted Industries:

- IT & Software: Pioneering Digital Transformation and Business Digitalization
- Manufacturing: Implementing Digital Business Models like ThyssenKrupp Elevator MAX
- Healthcare: Adapting models like Dynasens in Outpatient Care
- Environmental Services: Leveraging case studies like Wurzer Umwelt Limited

Course Offerings:

Participants of this course will be empowered to:

- Master the principles of Digital Transformation and its historical context
- Understand the difference between Digitization vs Digitalization and their implications
- Gain insights from real-world cases like Hagleitner senseManagement
- Implement Digital Implementation Techniques in your business model
- Redesign and adapt with Digital Business Adaptation strategies

Training Methodology:

The 'Digital Transformation Blueprint' training employs a mix of interactive sessions where participants will dive deep into cases like Hagleitner senseManagement and ThyssenKrupp Elevator MAX. Using Digital Strategy Mastery Training methods, participants will engage in group work, dissect real-world business challenges, and apply Digital Implementation Techniques. Regular feedback sessions ensure understanding and alignment, and Digital Future Trends Training sessions will keep participants updated on the latest in digital transformation.

Course Toolbox:

- Digital Transformation Roadmap Course Workbook
- Business Process Reengineering Course Templates
- Digital Business Models Course Checklist
- Esser's Digital Approach Training Reading Material

Course Agenda:

Day 1: Foundations of Digital Transformation

- **Topic 1:** Introduction to the Digital Transformation Landscape
- **Topic 2:** What Is Digital? - Beyond the Buzzword
- **Topic 3:** History of Digital Transformation - A Brief Overview
- **Topic 4:** Digitization vs Digitalization - Distinguishing the Concepts
- **Topic 5:** Business Process Reengineering vs. Digital Transformation: A Comparative Study
- **Reflection & Review:** Understanding the Essence of Digital Transformation

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Day 2: Digital Business Models & Real-World Applications

- **Topic 1:** Understanding Modern Digital Business Models
- **Topic 2:** Case Study: Hagleitner senseManagement's Digital Transformation
- **Topic 3:** Case Study: Digital Innovations at ThyssenKrupp Elevator MAX
- **Topic 4:** The Journey of Dynasens in Outpatient Care through Digitalization
- **Topic 5:** Wurzer Umwelt Limited - A Digital Transformation Success Story
- **Reflection & Review:** Analyzing Success Factors in Business Model Transformations

Day 3: Varied Approaches to Digital Transformation

- **Topic 1:** Esser's Digital Approach - A Deep Dive
- **Topic 2:** Exploring PricewaterhouseCoopers' Digital Strategy
- **Topic 3:** Boue´e and Schaible's Perspective on Digital Transformation
- **Topic 4:** Digital Transformation of Business Models - Key Frameworks
- **Topic 5:** The Relationship Between Business Model and Digital Strategy
- **Reflection & Review:** Assessing the Effectiveness of Different Digital Transformation Approaches

Day 4: Crafting and Evaluating the Digital Blueprint

- **Topic 1:** Roadmap for Digital Transformation - A Comprehensive Overview
- **Topic 2:** Digital Reality: Techniques for Current Status Evaluation
- **Topic 3:** Setting Clear and Measurable Digital Ambitions
- **Topic 4:** Exploring the Potential in Digital Landscapes
- **Topic 5:** Evaluating Digital Suitability for Your Organization
- **Reflection & Review:** From Assessment to Ambition in the Digital Realm

Day 5: Implementation and Looking Ahead in Digital Transformation

- **Topic 1:** Techniques and Best Practices for Digital Implementation
- **Topic 2:** The Intelligent Business Model - An Ideal Digital Scenario
- **Topic 3:** Predicting Future Trends in Digital Transformation
- **Topic 4:** Business Model Redesign for the Digital Age
- **Topic 5:** Adapting and Evolving: Ensuring Continuous Digital Growth
- **Reflection & Review:** Recap and Setting the Stage for a Digital Future

How This Course is Different from Other Digital Transformation Training Courses:

The 'Digital Transformation Blueprint: Redefining Business for the Future' is unparalleled in its approach. Unlike other courses, it integrates Digital Strategy Mastery Training with practical business strategies, like Business Process Reengineering Course methods. Real-world applications, such as Hagleitner senseManagement, provide participants a hands-on experience, ensuring they are equipped for the actual Digital Business Revolution. The course doesn't just teach; it transforms.