Digital Execution Mastery: Lead with Strategy & Agility

12 – 16 September 2027
Muscat

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Digital Execution Mastery: Lead with Strategy & Agility

Ref: 87_61157 **Date:** 12 – 16 September 2027 **Location:** Muscat **Fees:** 5700 Euro

Course Overview:

"Leading Digital Execution Training course: Strategy, Agility & Impact" is a five-day corporate training program designed to prepare executives and senior leaders for successful participation in top-tier programs like IMD's Leading Digital Execution. Grounded in world-class research including IMD's Digital Vortex and the Seven Leadership Tensions model, this course provides deep, actionable insight into digital strategy execution and transformation leadership. Participants will master the agile execution framework, build roadmaps for digital transformation orchestration, and navigate key challenges such as fragmented strategies, leadership alignment, and continuous change. Designed as a certificate prep course, it equips learners with digital leadership training for executives and practical approaches to support online training in digital execution leadership. From understanding how to lead digital strategy execution to implementing agile strategy in complex environments, participants will gain a powerful foundation to thrive in digital transformation initiatives.

Target Audience:

- Chief Digital Officers CDOs
- Chief Transformation Officers
- Heads of Strategy and Innovation
- Business Unit Leaders
- Senior Project Managers
- Digital Consultants and Agile Coaches

Targeted Organizational Departments:

- Strategy and Innovation
- Digital Transformation Office
- Technology and IT Departments
- Operations and Business Development
- Learning and Development L&D
- Executive Leadership and Governance Teams

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Targeted Industries:

- Financial Services
- Media & Entertainment
- Telecommunications
- Technology and Software
- Retail and eCommerce
- Transportation & Logistics
- Healthcare and Pharma

Course Offerings:

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

- Apply agile execution frameworks to lead digital transformation
- Build and align a digital transformation roadmap with strategic goals
- Analyze and apply the Seven Leadership Tensions model
- Identify fragmented strategies and align execution priorities
- Develop influencing techniques to persuade key stakeholders
- Orchestrate digital transformation using IMD's Digital Transformation Orchestra framework
- Prepare confidently for the IMD certificate in digital transformation programs

Training Methodology:

The training blends instructor-led sessions with case-based learning, experiential exercises, peer discussions, and simulation activities. Each module introduces a core principle from the IMD approach to digital strategy execution. Participants will collaborate in teams to practice agile execution framework techniques and build transformation roadmaps. The Seven Leadership Tensions model will be explored through role-play and coaching, while group exercises reinforce understanding of orchestration across departments. Reflection sessions help tie insights back to participants' actual workplace challenges. Digital disruption simulations, inspired by the Digital Vortex, allow participants to make strategic decisions in dynamic, uncertain environments.

Course Toolbox:

- Agile execution roadmap templates
- Leadership self-assessment tools Seven Tensions model
- Case examples on digital transformation execution
- Strategic alignment checklist
- Transformation orchestration map

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Course Agenda:

Day 1: Setting Strategic Digital Vision

- **Topic 1:** Understanding the Digital Vortex and Market Disruption
- **Topic 2:** Defining Digital Execution in the Age of Transformation
- **Topic 3:** Clarifying Your Digital Ambition and Strategic Goals
- **Topic 4:** Analyzing Internal Capabilities and Default Leadership Styles
- **Topic 5:** Mapping Organizational Readiness for Transformation
- **Topic 6:** Identifying Key Stakeholders and Influencers
- **Reflection & Review:** Reflection on strategic ambition clarity and leadership alignment

Day 2: Building the Transformation Roadmap

- **Topic 1:** Introducing the Digital Transformation Orchestra Framework
- **Topic 2:** Orchestrating Go-to-Market, Engagement, Operations, and Organization
- **Topic 3:** Structuring Governance and Execution Roles
- **Topic 4:** Prioritizing Initiatives and Sequencing Actions
- **Topic 5:** Defining Transformation Metrics and KPIs
- **Topic 6:** Creating the First Draft of a Transformation Roadmap
- **Reflection & Review:** Roadmap peer feedback and orchestration insights

Day 3: Executing with Agility

- **Topic 1:** Organizational Behaviors Required for Agile Execution
- **Topic 2:** Applying Agile Frameworks in Traditional Organizations
- **Topic 3:** Leading Cross-Functional Teams Across Silos
- **Topic 4:** Balancing Structure and Speed for Scalable Impact
- **Topic 5:** Managing Cultural Resistance and Execution Fatigue
- **Topic 6:** Ensuring Alignment Across Agile Portfolios
- **Reflection & Review:** Reflection on agile readiness and adaptive execution

Day 4: Leading Through the Seven Tensions

- **Topic 1:** Overview of the Seven Leadership Tensions Model
- **Topic 2:** Practicing Adaptive Leadership Styles Listener vs Teller, Visionary vs Tactician
- **Topic 3:** Leveraging Intuition and Analytics in Decision-Making
- **Topic 4:** Managing Authority: Power Holder vs Power Sharer Dynamics
- **Topic 5:** Developing Individual and Organizational Influence
- **Topic 6:** Building Leadership Confidence Amidst Transformation
- **Reflection & Review:** Tension role-plays and peer coaching insights

Day 5: Synthesizing, Presenting, and Preparing for Certification

- **Topic 1:** Reviewing the Full Digital Execution Framework
- **Topic 2:** Finalizing the Transformation Roadmap and Communication Plan
- **Topic 3:** Delivering Your Strategic Narrative to Stakeholders
- **Topic 4:** Preparing for IMD Certificate Readiness and Assessment
- **Topic 5:** Presenting Personal Capstone Execution Plans
- **Topic 6:** Peer Feedback and Leadership Reflections
- **Reflection & Review:** Integration of lessons and next steps for implementation

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

There are no formal prerequisites, but participants should be in leadership or mid-senior roles involved in digital strategy, execution, or transformation projects.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans five days, approximately 20-25 hours of instruction.

What is the difference between agile strategy implementation and digital transformation orchestration?

Agile strategy implementation focuses on flexible, iterative approaches to executing digital initiatives. Digital transformation orchestration, as introduced by IMD, refers to aligning all organizational elements go-to-market, engagement, operations, structure to work together in harmony for successful transformation.

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How This Course is Different from Other Leading Digital Execution Courses:

Leading Digital Execution Training course: Strategy, Agility & Impact" is uniquely designed to serve as both a practical corporate training and a preparatory course for professionals considering or pursuing the IMD certificate in digital transformation. While most programs focus either on strategy or agile delivery, this course integrates both with leadership development using IMD's proprietary Seven Tensions model and Digital Transformation Orchestra. It stands out for blending agile strategy implementation course content with digital transformation orchestration techniques, enabling leaders to master both strategic alignment and cultural readiness.