DIGITAL TRANSFORMATION FUNDAMENTALS

Start Date:	18/01/2026	End Date:	22/01/2026
Categories:	Artificial Intelligence & En	Venues:	Kuwait
Formats:	In Person	Instructors:	Roland Abi Najem

OVERVIEW

This course introduces the key concepts, technologies, and strategies driving digital transformation across industries. It empowers participants with a foundational understanding of how digital innovation reshapes business models and operations.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the drivers and enablers of digital transformation. – Identify key technologies including AI, IoT, cloud, and automation. – Assess the impact of digitalization on customer experience and operations. – Explore frameworks for initiating digital change in their organization. – Build a digital transformation mindset and culture.

COURSE OUTLINE

1- What is Digital Transformation? 2- Key Technologies and Tools 3- Customer-Centric Digital Models 4- Organizational Change and Agility 5- Planning Your Digital Journey

TARGET AUDIENCE

All staff, new managers, and functional teams looking to build digital fluency and transformation awareness.

METHODOLOGY

Case studies, tech overviews, digital benchmarking exercises, and transformation canvas workshops.

CONCLUSION

Participants will walk away with a clear understanding of digital transformation and how to contribute to change within their roles.

DAILY AGENDA

Day 1: Understanding Digital Transformation

Define transformation vs. digitization and the role of disruptive technologies.

Day 2: Core Technologies

Explore AI, automation, data, and cloud tools driving innovation.

Day 3: Customer and Experience Innovation

Map customer journeys and design digital-first service models.

Day 4: Organizational Shifts

Understand structure, leadership, and cultural shifts required.

Day 5: Initiating Change

Build a simple roadmap to guide digital adoption in your function.

For more information, please contact us:

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