COURSE OVERVIEW TM1110
Certified Digital Transformation for Strategic Change

Course Title
Certified Digital Transformation for Strategic Change

Course Date/Venue
Session 1: May 04-08, 2025/Meeting Plus 9, City Centre Rotana, Doha, Qatar
Session 2: December 14-18, 2025/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
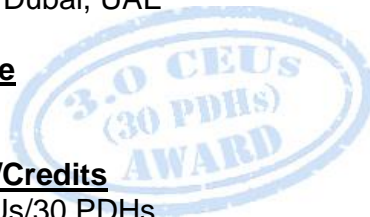

Course Reference
TM1110

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.

This course is designed to provide participants with a detailed and up-to-date overview of Certified Digital Transformation for Strategic Change. It covers the digital transformation, core technologies driving transformation, business models in the digital age, strategic importance of digital transformation; and organizational readiness for digital change; the role of leadership in digital transformation; and building digital culture through innovation mindset, agility and experimentation, failure tolerance and learning loops and collaboration and cross-functional teams.

Further, the course will also discuss the change management in digital context covering Kotter's 8-step change model, ADKAR model, change resistance and enablers and communication strategies; the digital talent and workforce transformation, governance and risk management in digital change and digital ethics and social responsibility; and the strategic planning for digital transformation, customer-centric digital strategy, digital operating models and the process automation and optimization.

During this interactive course, participants will learn the data-driven decision making using real-time analytics, data visualization tools, predictive analytics and decision intelligence systems; the ecosystem partnerships and platforms covering API economy and integrations, open innovation platforms, strategic alliances and vendors and ecosystem orchestration; fostering innovation in the digital age, digital technology integration and enterprise architecture in digital transformation; the digital transformation success and cybersecurity in a digitally transformed world and smart technologies and industry 4.0; the digital transformation roadmapping, building organizational agility and stakeholder engagement and communication; and scaling pilots to enterprise level and institutionalizing innovation and continuous improvement culture.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on digital transformation for strategic change

- Discuss digital transformation, core technologies driving transformation, business models in the digital age, strategic importance of digital transformation and organizational readiness for digital change

- Define the role of leadership in digital transformation and build digital culture through innovation mindset, agility and experimentation, failure tolerance and learning loops and collaboration and cross-functional teams

- Apply change management in digital context covering Kotter's 8-step change model, ADKAR model, change resistance and enablers and communication strategies

- Explain digital talent and workforce transformation, governance and risk management in digital change and digital ethics and social responsibility

- Carryout strategic planning for digital transformation, customer-centric digital strategy, digital operating models and process automation and optimization

- Apply data-driven decision making using real-time analytics, data visualization tools, predictive analytics and decision intelligence systems

- Discuss ecosystem partnerships and platforms covering API economy and integrations, open innovation platforms, strategic alliances and vendors and ecosystem orchestration

- Describe fostering innovation in the digital age, digital technology integration and enterprise architecture in digital transformation

- Measure digital transformation success and discuss cybersecurity in a digitally transformed world and smart technologies and industry 4.0

- Illustrate digital transformation roadmapping, building organizational agility and stakeholder engagement and communication

- Scale pilots to enterprise level and apply institutionalizing innovation and continuous improvement culture

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK**®). The **H-STK**® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of digital transformation for strategic change for senior executives, business development and innovation managers, digital strategy professionals, HR and talent leaders and consultants.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

30% Lectures
20% Practical Workshops & Work Presentations
30% Hands-on Practical Exercises & Case Studies
20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Fee

Doha	**US$ 6,000** per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	**US$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Haward Technology Middle East

Course Certificate(s)

(1) Internationally recognized Competency Certificates and Plastic Wallet Cards will be issued to participants who completed a minimum of 80% of the total tuition hours and successfully passed the exam at the end of the course. Certificates are valid for 5 years.

Recertification is FOC for a Lifetime.

Sample of Certificates

The following are samples of the certificates that will be awarded to course participants:-

(2) Official Transcript of Records will be provided to the successful delegates with the equivalent number of ANSI/IACET accredited Continuing Education Units (CEUs) earned during the course.

Haward Technology Middle East

Continuing Professional Development (HTME-CPD)

CEU Official Transcript of Records

TOR Issuance Date: 14-Nov-24

HTME No. 74851

Participant Name: Waleed Al Habeeb

Program Ref.	Program Title	Program Date	No. of Contact Hours	CEU's
TM1110	Certified Digital Transformation for Strategic Change	Nov 10-14, 2024	30	3.0

Total No. of CEU's Earned as of TOR Issuance Date   **3.0**

TRUE COPY

Jaryl Castillo
Academic Director

Haward Technology has been approved as an Accredited Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2018 Standard which is widely recognized as the standard of good practice internationally. As a result of their Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET 1-2018 Standard.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking Continuing Education Units (CEUs) in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology is accredited by

P.O. Box 26070, Abu Dhabi, United Arab Emirates | Tel.: +971 2 3091 714 | E-mail: info@haward.org | Website: www.haward.org

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -

- **BAC** British Accreditation Council (BAC)

  Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- **IACET** The International Accreditors for Continuing Education and Training (IACET - USA)

  Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

  Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

  Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Haward Technology Middle East

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts** Management Skills, **Project & Construction** Management, **Project** Planning, Scheduling & Control, **Project** Management, Project Delivery & Governance Framework, **Project Planning & Delegating**, **Risk, Budgeting & Cost Management** in Projects, **Project** Management Practices, **Project** Management Disciplines, **Project Risk** Management, **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Project Stakeholder** & Governance, **Project Management** Processes, **Project Integration** Management, **Project** Management Plan, **Project Work** Monitoring & Control, **Project Scope** Management, **Project Time** Management, **Project Cost** Management, **Project Quality** Management, **Quality** Assurance, **Project Human Resource** Management, **Project Communications** Management, **Contract** Management, **Tender** Development, **Contract** Standards & Laws, **Dispute Resolution** & **Risk** Identification, Myers-Briggs Type Indicator (**MBTI**), **Organization** Development Consultation, Advanced Debriefing of **Emotional** Trauma, **Interpersonal Motivation**, **Model Based Interviewing**, **Leadership Orientation** Programme, **Leading People & Change**, Embracing Innovation Culture **Coaching & Motivation**, **Creative Thinking & Problem-Solving** Techniques, Techniques for **Coaching & Mentoring**, Strategies for Setting Annual Goals, **Monitoring Progress & Evaluation Performance**, **Emotional Intelligence**, **Presentation** Skills, **Communication & Interpersonal** Skills, Effective **Communication & Influencing** Skills, Effective **Business Writing Skills**, **Writing** Business Documents, **Business Writing** (Memo & Report Writing), **Leadership & Team Building**, Psychology of **Leadership**, **Interpersonal Skills & Teamwork**, **Coaching & Mentoring**, **Innovation & Creativity**, **Office Management & Administration** Skills, Controlling Your **Time & Managing Stress**, **Crisis** Management, Strategic **Human Resources** Management, **Change** Management, **Negotiation** Skills, **Strategic Planning**, **Risk** Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding **Customer** Expectations, **Corporate Governance** Best Practice, **Business Performance** Management & Improvement, Building Environment of **Trust & Commitment**, **Win-Win Negotiation** Strategies, **Quality Improvement & Resource** Optimization, Neuro Linguistic Programming (**NLP**), **Personal Resilience** Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, **Career** Management, Situation & Behaviour Analysis, Interpersonal **Motivation** Skills, **Inventory** Management and **Financial** Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist** & **Project Manager** wherein he was responsible in the project management and private psychology practices.

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director**, **Medico Legal Assessor Psychologist**, **Training & Development General Manager**, **Project Manager**, **Account Manager**, **Commercial Sales Manager**, **Manager**, **Sales Engineer**, **Project Specialist**, **Psychology Practitioner**, **Senior HR Consultant**, **Senior Lecturer**, **Senior Consultant/Trainer**, **Business Consultant**, **Assistant Chief Education Specialist**, **ASI Coordinator**, **Part-time Lecturer/Trainer**, **PMP & Scrum Trainer**, **Assessor & Moderator**, **Team Leader**, **Departmental Head**, **Technical Instructor/Qualifying Technician**, **Apprentice Electrician: Signals** and **Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD** in **Commerce Major** in **Leadership** in **Performance & Change**, a **Master's** degree in **Human Resource Management**, a **Bachelor's** degree (with Honours) in **Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional** (**PMI-PMP**), a **Certified Associate** in **Project Management** (**PMI-CAPM**), a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**). Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator**, **Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	**PRE-TEST**
0830 – 0930	***Understanding Digital Transformation*** *Definition & Scope • Historical Evolution & Drivers • Digital versus Traditional Transformation • Key Success Factors*
0930 – 0945	*Break*
0945 – 1030	***Core Technologies Driving Transformation*** *Artificial Intelligence (AI) • Internet of Things (IoT) • Big Data & Analytics • Cloud Computing*
1030 – 1130	***Business Models in the Digital Age*** *Platform-Based Business Models • Subscription Models • Freemium & On-Demand Economy • Digital Marketplaces*
1130 – 1215	***Strategic Importance of Digital Transformation*** *Business Agility & Competitiveness • Disruption & Innovation • Market Dynamics & Customer Expectations • Competitive Advantage Through Technology*
1215 – 1230	*Break*
1230 – 1330	***Organizational Readiness for Digital Change*** *Culture & Mindset • Digital Maturity Assessment • Leadership Commitment • Resource & Talent Alignment*
1330 – 1420	***Case Studies in Digital Transformation*** *Amazon's Platform Strategy • Netflix's Digital Disruption of Media • GE's Shift to a Digital Industrial Company • Domino's Digital Customer Experience*
1420 – 1430	***Recap*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day One*

Day 2

0730 – 0830	***Role of Leadership in Digital Transformation*** *Vision & Strategic Direction • Influencing Digital Culture • Leading by Example • Stakeholder Engagement*
0830 – 0930	***Building a Digital Culture*** *Innovation Mindset • Agility & Experimentation • Failure Tolerance & Learning Loops • Collaboration & Cross-Functional Teams*
0930 – 0945	*Break*
0945 – 1100	***Change Management in Digital Context*** *Kotter's 8-Step Change Model • ADKAR Model Application • Change Resistance & Enablers • Communication Strategies*
1100 – 1215	***Digital Talent & Workforce Transformation*** *Reskilling & Upskilling • New Roles & Job Designs • Employee Engagement in Transformation • Agile HR Practices*
1215 – 1230	*Break*

1230 – 1330	**Governance & Risk Management in Digital Change** *Digital Risk Identification • Governance Frameworks • Cybersecurity & Data Protection • Compliance & Ethics*
1330 – 1420	**Digital Ethics & Social Responsibility** *Ethical Use of AI & Data • Transparency & Accountability • Inclusion & Accessibility • Environmental & Social Impacts*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Two*

Day 3

0730 – 0830	**Strategic Planning for Digital Transformation** *Vision & Mission Alignment • Roadmap Development • KPI & Performance Metrics • Strategic Initiative Prioritization*
0830 – 0930	**Customer-Centric Digital Strategy** *Customer Journey Mapping • Digital Customer Experience (DCX) • Omnichannel Integration • Personalization & Engagement*
0930 – 0945	*Break*
0945 – 1100	**Digital Operating Models** *Agile Operating Models • Digital Business Units • Hybrid Structures • Product-Based Teams*
1100 – 1215	**Process Automation & Optimization** *Robotic Process Automation (RPA) • Business Process Management (BPM) • Lean & Six Sigma in Digital Context • Workflow Digitization*
1215 – 1230	*Break*
1230 – 1330	**Data-Driven Decision Making** *Real-Time Analytics • Data Visualization Tools • Predictive Analytics • Decision Intelligence Systems*
1330 – 1420	**Ecosystem Partnerships & Platforms** *API Economy & Integrations • Open Innovation Platforms • Strategic Alliances & Vendors • Ecosystem Orchestration*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Three*

Day 4

0730 – 0830	**Fostering Innovation in the Digital Age** *Design Thinking • Lean Startup Methodology • Innovation Labs & Accelerators • Innovation Portfolio Management*
0830 – 0930	**Digital Technology Integration** *Legacy System Modernization • Systems Interoperability • Technology Stack Alignment • Cloud Migration Strategies*
0930 – 0945	*Break*
0945 – 1100	**Enterprise Architecture in Digital Transformation** *TOGAF & Other Frameworks • IT/OT Convergence • Infrastructure Scalability • Business & IT Alignment*

1100 – 1215	**Measuring Digital Transformation Success** *Key Performance Indicators (KPIs) • Digital Maturity Models • Balanced Scorecard in Digital Context • ROI & Value Realization*
1215 – 1230	*Break*
1230 – 1330	**Cybersecurity in a Digitally Transformed World** *Threat Landscape & Trends • Zero-Trust Security Model • Identity & Access Management • Incident Response Planning*
1330 – 1420	**Smart Technologies & Industry 4.0** *AI/ML Use Cases • IoT-Enabled Operations • Digital Twins • Blockchain & Its Applications*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Four*

Day 5

0730 – 0830	**Digital Transformation Roadmapping** *Defining Strategic Phases • Milestone Planning • Cross-Functional Alignment • Monitoring & Course Correction*
0830 – 0930	**Building Organizational Agility** *Agile Methodology (Scrum, Kanban) • Sprints & Feedback Loops • Empowered Teams • Scaled Agile Frameworks*
0930 – 0945	*Break*
0945 – 1100	**Stakeholder Engagement & Communication** *Stakeholder Mapping • Engagement Strategies • Communication Plans • Managing Stakeholder Resistance*
1100 – 1215	**Scaling & Sustaining Digital Transformation** *Scaling Pilots to Enterprise Level • Institutionalizing Innovation • Continuous Improvement Culture • Governance for Scale*
1215 – 1230	*Break*
1230 – 1315	**Capstone Workshop: Strategy Simulation** *Group Case Simulation • Role-Play on Digital Change Leadership • Scenario Planning & Decision-Making • Peer Reviews & Reflection*
1300 – 1315	**Course Conclusion** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Covered During the Course*
1315 – 1415	***COMPETENCY EXAM***
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-

Course Coordinator

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