Course : Digital transition, managing change

Seminar - 2d - 14h00 - Ref. CHN
Price : 2170 CHF E.T.

★★★★☆ **4,3 / 5**

This seminar will enable you to better support an organization's transformation towards the digital enterprise. You'll discover the new digital tools that are accelerating change and shifting the lines between IT, HR and Business. It will also show you how managing the human impact of these changes is essential to the success of your projects.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✅ Defining the digital enterprise
- ✅ Discover the new organizational models of the digital enterprise
- ✅ Defining change management
- ✅ Establish a framework to support an organization's transition to the digital enterprise

Intended audience

Project managers, project management assistants, project owner assistants, PMOs, HR managers, IT managers, business line managers, company directors.

Prerequisites

No special knowledge required.

Course schedule

1 The digital revolution

- Digital economy: creative destruction.
- A new era of human-machine convergence.
- The emergence of a new bimodal computing world.
- Abandon automation to machines.
- Applying Big Data for big answers.
- People are at the heart of the digital revolution

Group discussion
Reflections on the key issues of the digital revolution.

PARTICIPANTS

Project managers, project management assistants, project owner assistants, PMOs, HR managers, IT managers, business line managers, company directors.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

2   New organizational models for the digital enterprise

- Definition of the digital company.
- Why are traditional corporate boundaries being called into question?
- Why are digital models so much superior and render conventional structures obsolete?
- How do new digital models make conventional approaches obsolete?
- The results of the MIT (Massachusetts Institute of Technology) survey.
- The Berger, McKinsey and Lemoine reports on the digital economy.
- The characteristics of the digital company.

Group discussion
Reflecting on how new digital models are rendering conventional approaches and structures obsolete.

3   Revolutionizing the IT department?

- How should the IT department position itself in the digital enterprise?
- Should CIOs still be called CIOs?
- The bimodal ISD.
- The role of the HR department in corporate transformation.
- The new responsibilities of the business divisions.
- The new digital professions.

Group discussion
Collective reflection on the emergence of new digital professions.

4   What is change management?

- The commonly accepted definition.
- History of change management.
- Typologies of change.
- Why does your company need a change strategy?
- Innovation is a complex phenomenon.

Storyboarding workshops
Analysis of a company's key change management needs.

5   Supporting technical change

- Is change natural?
- The brakes on change: homeostasis.
- Theories of innovation.
- Innovation, a real challenge for organizations.
- People and innovation.
- Man and computers.
- There are no universal rules for change management.

Case study
Feedback on projects experienced by participants, analysis of the main obstacles.

6 Methods and tools "classic"

- From idea to method.
- Structured approaches.
- Change management methods: Moutot and Autissier.
- Change management methods: IBM, [[Blue method]]".
- Change management methods: psychosociological approaches.
- Change management methods: right brain versus left brain.
- Available tools.

Case study
Discover the stages, tools, breadth and depth of a project, the socio-dynamic map, the failure of the patient medical record, the LITCHI project at EDF.

7 Towards change management "Agile"

- The limits of conventional methodologies.
- Failure factors.
- The unsuitability of the Taylor model.
- The company and digital innovation.
- The challenge of cultural change.

Case study
Application of classical methods to a digital project chosen from among those proposed by the participants: agreements and incompatibilities.

8 A change management proposal

- How do you manage permanent change?
- How can you assess your current level of maturity?
- How do you raise awareness among senior management, business managers, IT managers and users?
- Should a dedicated change management unit be set up? How does it fit into the company's structure?
- Shifts in authority between different departments.
- Overcoming resistance.
- Co-constructing change: support discourses.
- Co-constructing change: building trust.
- Co-constructing change: transparency and managerial courage.
- Application of the method and tools to a case study.
- Set up the change dashboard.

Case study
Presentation of new tools: flash diagnosis, online surveys, dynamic action plan. Building a communication plan, group workshop facilitation principles. Example: change management for the deployment of a new mobile application.

Dates and locations

REMOTE CLASS
2026 : 22 June, 8 Oct., 1 Dec.