Course : Digital strategy: the keys to success

optional DiGiTT® remote certification

Synthesis course - 2d - 14h00 - Ref. SDG
Price : 2170 CHF E.T.

★★★★★ **5 / 5**

This seminar offers a strategic and pragmatic approach to supporting companies in their digital transformation. Over the course of two days, participants will gain perspective on their situation, identify their levers for action, and leave with concrete tools to steer their digital transition.

Teaching objectives

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

- ✓ Understand the challenges and principles of an effective digital strategy
- ✓ Assess their company's digital maturity and identify areas for improvement
- ✓ Define a realistic strategic action plan adapted to their context
- ✓ Anticipate resistance to change and mobilize their teams
- ✓ Draw inspiration from real-life cases to build a successful transformation

Intended audience

Corporate executives (CEO, COO, CFO, SG, HRD, etc.), CIOs, CDOs, IT managers, consultants, digital project managers.

Prerequisites

Actively prepare for a digital shift. Implementing a digital strategy implies far-reaching changes within the company.

Practical details

Teaching methods
Case studies, exercises on methods, simplification of concepts.

Course schedule

PARTICIPANTS
Corporate executives (CEO, COO, CFO, SG, HRD, etc.), CIOs, CDOs, IT managers, consultants, digital project managers.

PREREQUISITES
Actively prepare for a digital shift. Implementing a digital strategy implies far-reaching changes within the company.

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.

1 Digital challenges and fundamentals

- The difference between digital and digital.
- Why implement a digital strategy?
- Barriers to change and cognitive biases.

Exercise
Cognitive bias recognition exercise. Controversy over vocabulary: digital vs. digital

2 The impact of digital technology on businesses

- Improved operational efficiency.
- Increased productivity.
- Improved customer experience.
- Development of new markets.
- Competitiveness and cost reduction.
- Safety and risk management.
- Emergence of new economies (care, circular, sharing and cryptocurrencies).

Exercise
Impact hierarchy. Quick case study: Komatsu

3 Diagnose your digital maturity and define your vision

- Corporate legacy.
- The difference between startups and established companies.
- Internal diagnosis: assessing digital strengths and weaknesses (SWOT).
- Identify external opportunities and threats.
- Don't confuse your value promise with your industry: the example of Kodak.
- Map your situation and lay the foundations for a strategic vision.

Exercise
Kodak moment" exercise: "What is your core value promise vs. your current industry/main source of profit", individual reflection, then group sharing, identification of disruptive opportunities.

4 Facilitating buy-in and managing change

- The cost of insufficient digital adoption.
- Team engagement strategies.
- Inspiring examples of successful transformation.
- Innovation tools and methods.
- Examples of tools: Lean Startup Canvas, Protopersona.
- Workshop examples: Round-Robin, speed-boat.

Exercise
Round-Robin : "How to overcome the 3 main obstacles to digital adoption in the company?", Rotations proposition ? enrichment ? reformulation, Debrief.

5 Technologies and trends to integrate

- Understand the evolution of the web (towards Web 3.0 and AI).
- The impact of social networks on digital strategy.
- The role of cloud and AI in digital transformation.
- The rise of connected objects and their implications for businesses.

Exercise
Projecting into an ideal future : "It's 2030. Your sector has been completely transformed by [specific technology]. Tell us how this transformation has taken place and what the concrete impacts have been".

6 Conclusion

- Innovation doesn't mean denying the past.
- The importance of collective intelligence.
- The impact of digital technology on work relations and management.
- Anticipating the environmental impact of digital technology.

Exercise
Public commitment to action: 3 ideas to remember, 2 tools/methods to explore further, 1 concrete action to implement in the next 30 days.

Options

Certification : 190 € HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.returnchariot

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

Dates and locations

REMOTE CLASS
2026 : 25 June, 8 Oct., 3 Dec.