



Fundamentals and Principles of Digital Transformation

أساسيات و مبادئ التحول الرقمي

03-07 November 2025

Marbella / Spain

Introduction

This program is designed to provide participants with the essential knowledge, competencies, and skills required for successful digital transformation and effective use of technology in the workplace. It aligns with the latest trends and anticipated technological shifts, ensuring that participants are well-prepared to lead and adapt to digital change.

Participants will engage in practical exercises, develop digital transformation strategies, and create awareness campaigns, while also exploring innovative digital applications, user-centered approaches, and performance evaluation methods.

Objectives

By the end of the program, participants will be able to:

- Acquire the competencies and skills required for effective digital transformation.
- Develop and present an executive digital transformation plan (per group, supervised and evaluated by the trainer).
- Understand methods for digitizing administrative work and enhancing beneficiary services.
- Prepare exemplary content for a digital platform.
- Design and deliver an awareness campaign for digital transformation using persuasive techniques.
- Apply creativity and innovation in utilizing digital tools and applications.
- Adopt user-centered practices in digital interactions.
- Evaluate digital performance with efficiency and accuracy.

Who Should Attend?

- Executives and decision-makers
- Department managers and team leaders
- IT professionals and digital officers
- Project managers and change management specialists
- Public sector officials and service providers
- Entrepreneurs and business owners
- Employees and professionals

Course Outline

Day One

Foundations of Digital Transformation

- Concept of digitization and digital transformation.
- The Fourth Industrial Revolution and its impact on modern administrative work.
- Psychological skills for digital transformation.
- Psychological and cognitive flexibility in digital adoption.
- Practical workshops and exercises.
- Motivations for digital transformation.

Day Two

Characteristics and Models of Digital Transformation

- Features of successful digital transformation.
- Local, regional, and global models of effective digital transformation.
- Behavioral skills for digital transformation.
- Methods for measuring the digital gap.
- Identifying the digital gap within organizations.
- Characteristics of a digital society.

Day Three

Planning and Managing Digital Transformation

- Developing a digital transformation plan.
- Change management for digital transformation.
- Key steps for effective digital transformation.
- Linking digital transformation to knowledge management.
- Applied workshops.

Day Four

Innovation, Design, and Digital Security

- Design thinking in digital transformation.
- Applying administrative creativity in digital transformation.
- Training employees for digital transformation.
- Cybersecurity essentials.
- Managing offices electronically.
- Techniques for remote work management.

Day Five

Tools, Content, and Overcoming Challenges

- Virtual meetings and platforms.
- Managing remote teams effectively.
- Cloud computing applications.
- Leveraging Google applications for organizational work.
- Digital content creation.
- Common challenges in digital transformation and strategies to address them.

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **7,500 USD**
**VAT is Excluded If Applicable*

المقدمة

تم تصميم هذا البرنامج لتزويد المشاركين بالمعرفة والكفاءات والمهارات الأساسية المطلوبة للتحول الرقمي الناجح والاستخدام الفعال للتكنولوجيا في مكان العمل. وهو يتماشى مع أحدث الاتجاهات والتحولات التكنولوجية المتوقعة، مما يضمن أن المشاركين مستعدون جيدا لقيادة التغيير الرقمي والتكيف معه.

سيشارك المشاركون في تمارين عملية ، وتطوير استراتيجيات التحول الرقمي ، وإنشاء حملات توعية ، مع استكشاف التطبيقات الرقمية المبتكرة ، والأساليب التي تركز على المستخدم ، وطرق تقييم الأداء.

الاهداف

- خطة تنفيذية للتحول الرقمي السليم تعدها كل مجموعة، تحت إشراف وتقييم المدرب.
- الوعي بطرق رقمنة العمل الإداري، وخدمة المستخدمين.
- إعداد محتوى نموذجي لمنصة رقمية.
- القدرة على إعداد حملة توعية للتحول الرقمي، وبناء الوسائل الإقناعية الخاصة بها.
- الإبداع والابتكار والثراء في استخدام التطبيقات الرقمية.
- مراعاة المستخدمين في التعامل الرقمي.
- القدرة على تقييم الأداء الرقمي بكفاءة.

الحضور

- المديرين التنفيذيين وصناع القرار
- مديرو الأقسام وقادة الفرق
- متخصصو تكنولوجيا المعلومات والمسؤولون الرقميون
- مديرو المشاريع وأخصائيو إدارة التغيير
- مسؤولو القطاع العام ومقدمي الخدمات
- رواد الأعمال وأصحاب الأعمال
- الموظفون والمهنيون