



TRAINING PROGRAMME



Digital Transformation
Foundation

Table of Contents

Description	3
Purpose of the training	4
Target group	4
Benefits	4
Exam and certification	4
Training programme	5
Methods and tools used in training	6



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Description



2 days



Accredited training



language of training: Polish or English



language of materials: Polish or English

Digital Transformation Foundation is a comprehensive training that covers key areas related to the use of digital technologies to change the way organizations operate. It begins with the basics, where participants learn about the definition and importance of digital transformation and discuss the main drivers for change.

The training includes numerous exercises using tools for identifying the current state of an organization and for building a digital transformation strategy. This process involves creating a new or modifying the current business model. Additionally, change initiatives that will lead to the implementation of transformation are identified.

During the training, you will:

- ✓ Learn the principles of digital transformation,
- ✓ Understand the roles necessary in the transformation process,
- ✓ Learn the responsibilities that should be included in transformation initiatives,
- ✓ Consider how to promote openness to innovation and change in the organization and how to create an environment conducive to introducing new technologies and processes.

The training also includes case studies illustrating various approaches to digital transformation and its associated risks, allowing for practical lessons and understanding of best practices in the field.

Purpose of the training

- Define what transformation is and describe its key elements
- Learn how to plan digital transformation based on the 4 steps: discover, define, develop, deliver
- Identify key transformation roles and their responsibilities
- Understand and apply the principles of digital transformation
- Learn about digital transformation tools applicable at each stage
- Understand the competencies needed for transformation and how to develop them

Target group

- Individuals involved in transformation projects
- Project Managers
- Program Managers
- Change Managers
- Senior Management
- Executive-level managers and department directors (C-level management)

Benefits

- Development of managerial competencies enabling strategic management
- More efficient and planned implementation of digital transformation
- Better selection of initiatives to pursue in transformation
- Improved allocation of resources to appropriate initiatives
- Improved communication regarding digital transformation through a shared conceptual foundation

Exam and certification

Exam details:

- non-mandatory exam,
- multiple-choice, single-response questions test,
- number of questions: 50,
- pass threshold: 50% (25 out of 50 possible points),
- language of the exam: English, Polish,

- duration: 40 minutes,
- mode: online (after online training) or in-person (after in-person training),
- **date:** the exam is held at the end of the 2nd day of training,
- closed book – no use of materials,
- validity of the certificate: indefinite,
- the participant who scores the necessary number of points in the exam is awarded the international certificate in electronic form.

Training programme

Context of digital transformation

Industrial revolutions

Exponential technologies

VUCA, BANI, and Black Swans

Business Models and Business Model Canvas

Run – Grow – Transform Model (Gartner)

Examples of transformation

Stages of technology implementation

Success factors for transformation

Four categories of transformation principles:

- Strategic principles
- Human principles
- Cultural principles
- Market principles

Transformation competencies:

- Change management
- Facilitation
- Strategic thinking
- Project and program management
- Business analysis

Transformation roles:

- Digital Transformation Sponsor
- Digital Transformation Director

- Digital Transformation Program/Project Manager
- Digital Transformation Project Team
- Digital Transformation Ambassadors

Stakeholders

Subject Matter Experts

Role integration

Digital Transformation Management Office

Transformation planning model: 4D

- - Step 1: Discover
- - Step 2: Define
- - Step 3: Develop
- - Step 4: Deliver

Inspirations

Methods and tools used in training

Training is conducted by **lecture and workshop** methods.

LECTURE PART	WORKSHOP PART
Delivered using a multimedia presentation prepared by the trainer, enriched with moderated discussions, experience sharing among participants, and case study analysis.	<ul style="list-style-type: none"> ✓ Group exercises ✓ Individual exercises ✓ Case studies ✓ Moderated discussion ✓ Exchange of participant experiences

The selection of the form and scope of training, supported by the professional and trainer's experience, ensures that participants **receive a comprehensive overview of the topics** and **acquire practical skills**.