MANAGEMENT

ARTIFICIAL INTELLIGENCE

MG60 Organisational Strategy and Digital Transformation

This course combines cutting-edge approaches in strategic management and digital transformation, designed for senior leaders and managers aiming to drive organisational growth and innovation. It focuses on refining strategic thinking, organisational development, and implementing effective digital transformation strategies. Participants will explore how to assess global economic trends, develop robust organisational structures, and implement dynamic strategies. They will also learn how to lead digital transformation initiatives, assess organisational digital maturity, and leverage information technology to create value. Throughout the course, participants will gain practical tools to apply these concepts in their workplace, enhancing their ability to lead in today's competitive business landscape.

Course Information

Duration: 10 days

London (£9900): 4th May 2026, 29th June 2026, 17th August 2026, 12th October 2026, 30th November 2026, 12th July 2027, 25th October 2027, 20th March 2028

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is designed for senior managers, directors, and leaders responsible for creating and executing organisational strategies and digital transformation initiatives. Ideal participants are those tasked with driving strategic change, enhancing their digital capabilities, and leading innovation within their organisations. The course is particularly valuable for those in senior leadership roles, as well as experienced managers aspiring to take on greater responsibility in shaping their organisation's future.

Course profile

Understanding a developing organisation

- Assessing global economic trends and their impact on strategy
- Applying PESTLE and SWOT analyses to identify strategic opportunities
- Understanding the competitive landscape using Porter's Five Forces
- Evaluating organisational capabilities and identifying strategic gaps
- Integrating stakeholder perspectives into strategic planning

Designing Organisational Structures

- Mapping organisational design to support strategic objectives
- Aligning structure with strategy to enhance efficiency
- Leveraging cultural dimensions for organisational advantage
- Building a resilient organisational culture that fosters innovation
- Identifying and nurturing leadership to support strategy and culture

Creating and delivering dynamic strategies

- Clarifying vision, mission, and core values
- Crafting strategic objectives to drive focused action
- Developing a value creation plan for stakeholders
- Aligning departmental goals with overall strategy
- Utilising Balanced Scorecard for strategic performance measurement

Implementing Strategy

- Identifying and overcoming barriers to strategic implementation
- Engaging cross-functional teams in strategy execution
- Monitoring strategy implementation through KPIs
- Adjusting strategies in response to feedback and changing conditions
- Ensuring accountability and ownership throughout the organisation

Leading an organisation forward

- Preparing and motivating teams for change
- Communicating strategic changes effectively across all levels
- Leading by example to reinforce organisational values and strategy

- Handling resistance and fostering a supportive culture for change
- Reviewing and recalibrating strategies based on outcomes and feedback

Strategic Analysis for Digital Transformation

- Aligning digital objectives with organisational vision and mission
- Assessing the external environment for digital opportunities
- Evaluating internal resources and competencies
- Identifying digital megatrends and their impact on business practices

Building a Digital Strategy and Problem Solving

- Developing a vision for digital transformation
- Setting and evaluating digital strategic goals and objectives
- Crafting a digital transformation roadmap
- Mitigating risks associated with digital initiatives
- Examining the impact of IT on organisational problem solving

Leveraging Information Technology

- Understanding IT-enabled changes in the business environment
- Utilising IT to create value and enhance efficiency
- Exploring competitive dynamics in tech-intensive industries

Leading Cultural Transformation

- Understanding your Leadership style
- Fostering a culture of innovation and agility
- Assessing your organisation's agility

Digital Transformation: Futures

- Developing and using a Digital Maturity Assessment Tool
- Setting an agenda for future evolution
- Clear communication in the transformation process

Competencies

At the end of the course, delegates will be able to:

- Assess and apply strategic frameworks such as PESTLE and SWOT.
- Design organisational structures aligned with strategic objectives.
- Formulate and implement effective strategies using practical tools like the Balanced Scorecard.
- Lead organisational change and manage resistance.
- Develop a comprehensive digital strategy for their organisation.
- Lead cultural transformation to support digital initiatives.

- Apply IT tools to drive innovation and enhance operational efficiency.
- Evaluate the success of digital initiatives and make data-driven decisions.

Course Booking

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www.lmcuk.com

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