Management & leadership · ML83

Developing Business Leadership during Technology's

Casablanca · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**ML83**	**English**

Introduction

This training course will help you improve your understanding of digital leadership and how to apply it to help your organisation convert.

As new digital technologies emerge, the demand for digital leaders grows exponentially. Regardless of your background, this training course will allow you to investigate and learn how digital leaders can leverage and exploit new technologies for innovation and growth, as well as provide you with additional insight into the digital landscape.

Information Technology (IT) is fast changing the world around us. This course will also give you an understanding of IT-enabled changes in the business environment, and how insightful administrators leverage Information Technology (IT) to build value and win competitive battles.

This training course will highlight:

- Impressions of technological shift on the industry
- Investigations of competition and business models in the high-tech industry (e.g. Google, Apple, and Facebook)
- Aggressive dynamics of industries that consume significant technology with emphasis on how technology has disrupted some industries
- How IT transforms cost structures of firms by helping them grow information skills that significantly increase value chain effectiveness
- Impacts of IT on variation and decision-making within firms that ultimately impacts revenue growth

Course Objectives of Developing Business Leadership during Technology's

At the end of this training course, you will learn how:

- Identify how a business can increase sales and return on investment with new technology

- Construct a matrix of necessary organisational competencies to effectively use new technologies in business practice
- Enhance the management and strategy of a business through digital technologies such as mobile apps, the Internet of Things, Cloud computing, and data analytics
- Align business and Information Technology (IT) strategies and apply them within the workplace, overcoming the constraints and challenges of using Information Technology (IT)
- Benchmark your organisation against other industrial players and identify the key features for superior to the industry-average performance

Course Methodology of Developing Business Leadership during Technology's

This training course uses a range of digital leadership and business models, methods, and tools along with group work, reflective exercises, situational simulations, individual feedback, and case studies.

Organisational Impact of Developing Business Leadership during Technology's

You will learn new approaches to improving business leadership and addressing disruptive changes to enable you to help build a more effective organisation that is able to realise its potential by:

- Developing a greater capacity to achieve digital leadership
- Enhance the management and strategy of a business through digital technologies
- Overcoming the constraints and challenges of using IT in the organisation
- Building an efficient strategic alignment through proven digital business models
- Contributing to innovation and decision-making which impacts revenue growth
- Helping it to build information capabilities that significantly increase value chain efficiency

Personal Impact of Developing Business Leadership during Technology's

Participants will develop a whole new appreciation of their capacity for digital leadership through:

- Articulating impacts of technological innovation on the industry
- Guiding their teams in weathering the disruptive innovation in workplaces
- Aligning business and IT strategies within the workplace
- Delivering superior to industry-average performance through business transformation
- Formulating digital strategies to increase sales and return on investment with new technology
- Applying proven digital business models to build an efficient strategic alignment

Target Audience of Developing Business Leadership during Technology's

Although this course is open to all and assumes no prior requirements, it is primarily aimed at senior and middle management with an Information Technology (IT) and business focus.

This training course is suitable for a wide range of professionals but will greatly

benefit:

- Functional Managers
- Project Managers
- Senior Managers
- General Managers
- Heads of Department
- Aspiring Managers who wish to develop their skills in Business Leadership

Course Outlines of Developing Business Leadership during Technology's

DAY 1

Business Leadership in the Digital Era

- Technology Leadership
- Digital Leadership Challenges and Experience
- Three Dimensions of Digital Leadership
- Customer Needs in the Digital Era
- Industry and Occupational Differences in Digital Skills

DAY 2

Technology-Enabled Disruptions

- Leading Technological Forces Disrupting Today’s Business Environment
- Mobile and Cloud Computing
- Big Data and Business Analytics
- Why did industry players fail to respond to potentially disruptive changes?
- Identify Technology-led Disruptions in Your Own Industry
- Identify Shifts Required to Respond to Disruptive Changes

DAY 3

Online Business Models

- What are internet business models?
- Five Primary Types of e-Commerce Models
- Business Models Characterising a Variety of Digital Goods Companies
- Building an Efficient Strategic Alignment Model
- Factors that Constrain an Enterprise from Using Information and Communication Technology

DAY 4

Designing Information Capabilities for Competitive Advantage

- Conventional vs. Digital Competitive Advantages
- Roles of Information Technology (IT) in Designing Information Capabilities that Provide End-to-End Value Chain Visibility
- Capabilities Driving the Competitive Advantage of Companies like Walmart and Amazon
- Outline the Ingredients of Information Technology (IT) - enabled competitive advantages
- Design Supply Chains that Transform Your Cost of Operations

DAY 5

Social Networks and Enterprise 2.0

- Practical Use of Social Media
- Internet of Things and Internet Plus
- Network Information Technology (IT) that Facilitates Unstructured Interactions in Organisations
- Leveraging Network Information Technology (IT) to Radically Improve Information Flows and Decision-making
- Debates and Group Collaboration to Use Technologies

Register or ask about this course online

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