

DIGITAL TRANSFORMATION: MASTERING CHANGE MANAGEMENT

(Sunday & Monday) 02nd & 03rd February 2025 (2 days)

09:00AM - 02:00PM

In-person @ UIC premises

English

FEES FOR UIC MEMBERS
KWD 180

FEES FOR NON-MEMBERS
KWD 230



Dr. Arezou Harraf

Introduction:

This immersive two-day training program is designed for business leaders, managers, and change agents aiming to drive digital transformation within their organizations. Participants will delve into the critical intersection of digital innovation and change management, gaining a comprehensive understanding of how to effectively lead and manage digital initiatives. Through a blend of interactive lectures, real-world case studies, and hands-on activities, attendees will acquire practical tools and strategies to navigate the complexities of organizational change and foster a culture that embraces digital advancement. By the end of this program, participants will be equipped with a solid foundation in both the technical and human elements of digital transformation.

Target Audience:

- Business leaders
- Managers
- Change Agents



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Objectives:

By the end of this program, participants will:

1. **Understand** the fundamental concepts and significance of digital transformation in today's business environment.
2. **Recognize** the pivotal role of change management in the success of digital initiatives.
3. **Apply** established change management models to facilitate digital transformation.
4. **Develop** strategies to manage resistance and engage stakeholders effectively.
5. **Design** actionable plans and roadmaps tailored to their organization's digital transformation journey.

Outline:

Module 1: Introduction to Digital Transformation

Description:

- Explore the definition and scope of digital transformation.
- Understand how emerging technologies are reshaping industries.
- Discuss the impact of digital trends on business models and customer expectations.

Hands-on Activity: Digital Trends Analysis

Participants will work in groups to research current digital trends relevant to their industry. Each group will present their findings, highlighting potential opportunities and threats these trends present to their organizations.

Module 2: The Case for Change – Why Digital Transformation Matters

Description:

- Identify the business drivers propelling digital transformation.
- Examine the risks of stagnation in a rapidly evolving digital landscape.
- Analyze success stories and cautionary tales of digital initiatives.

Hands-on Activity: Case Study Analysis

Participants will analyze a real-world case study of a company's digital transformation journey, identifying key success factors and pitfalls. Groups will present their insights and lessons learned Pivot Charts & Slicers

Module 3: Fundamentals of Change Management

Description:

- Introduce the principles and importance of change management.
- Explore the psychological and behavioral aspects of organizational change.
- Understand common sources of resistance and strategies to address them.

Hands-on Activity: Change Resistance Brainstorm

Participants will individually identify potential sources of resistance within their organizations. In groups, they will discuss these challenges and collaborate on strategies to mitigate them.



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Module 4: Change Management Models and Frameworks

Description:

- Review key change management models: Kotter's 8-Step Process, Lewin's Change Management Model, and the ADKAR Model.
- Discuss the applicability of each model to digital transformation initiatives.
- Understand how to select and adapt models to specific organizational contexts.

Hands-on Activity: Model Application Exercise

Groups will choose a change management model and outline a plan to apply it to a hypothetical digital transformation scenario. Presentations will focus on how the model addresses specific challenges.

Module 5: Stakeholder Engagement and Communication Strategies

Description:

- Identify key stakeholders in digital transformation.
- Learn techniques for assessing stakeholder influence and interest.
- Develop communication strategies to build support and manage expectations.

Hands-on Activity: Stakeholder Mapping

Participants will create a stakeholder map for a digital transformation project, identifying strategies to engage each stakeholder group effectively. They will draft communication plans tailored to these groups.

Module 6: Building a Digital Transformation Roadmap

Description:

- Understand the components of a strategic digital transformation roadmap.
- Align digital initiatives with business objectives and resources.
- Prioritize projects based on impact and feasibility.

Hands-on Activity: Roadmap Development Workshop

Participants will begin developing a digital transformation roadmap for their organization or a provided case study. They will outline key initiatives, timelines, and resource allocations.

Module 7: Managing Organizational Culture and Change

Description:

- Explore the influence of organizational culture on change initiatives.
- Identify cultural barriers and enablers of digital transformation.
- Learn strategies to cultivate a culture of innovation and adaptability.

Hands-on Activity: Culture Assessment

Participants will assess their organization's culture using diagnostic tools. They will identify areas that support or hinder digital transformation and develop action plans to address cultural challenges.

Module 8: Measuring Success and Sustaining Change

Description:

- Discuss key performance indicators (KPIs) for digital transformation.
- Learn how to monitor progress and adapt strategies accordingly.



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- Explore methods to sustain momentum and encourage continuous improvement.

Hands-on Activity: KPI Development

Participants will develop a set of KPIs for their digital transformation roadmap. They will establish measurement criteria and discuss how to use these metrics to drive ongoing success.

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Expert's Profile: Dr. Arezou Harraf

An experienced educator, Dr. Arezou Harraf holds a Ph.D. in Technology Management and Human Resource Training and Development. She serves as the Head of the Department of Business Studies at Box Hill College Kuwait. She is a Visiting Assistant Professor at the University of Nevada Las Vegas during the summer term. She also serves as an academic advisor for several MBA students at Maastricht University.

Dr. Harraf is the founder and CEO of Learn & Evolve LLC. In this capacity, she helps organizations use strategy, science, and psychology to address workforce challenges such as low performance, productivity, turnover, and retention issues. Moreover, Dr. Harraf is co-founder of Amplify Women Leadership Boot-camp to train women with skills to help them advance to executive positions within their organizations and or become successful venture creators and entrepreneurs. With a focus on the future of technology and HR, she consults with organizations on improving existing in-house technology platforms to enhance features relating to HR and employee needs.

Dr. Harraf is vice-chairperson of the Board of Directors at ABCK-Am-Cham Kuwait, where she also leads the Women in Business and Knowledge Economic focus groups and holds additional memberships in the Academy of Human Resource Development, Academy of Human Resource Management, Chartered Institute of Personnel Development, Academy of Management, Women of Tech in MENA, and Graduate Women in Science.