
Digital Transformation Strategy

11 – 15 January 2027

Dubai - Marriott Hotel Al Jaddaf, Dubai





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Digital Transformation Strategy is a 1-week senior leadership course delivered by Mars Training Centre UK in London, Dubai, Paris, Amsterdam, and Kuala Lumpur, designed for directors and executives responsible for setting and delivering their organisation's digital agenda.

The phrase "digital transformation" has been used so loosely that it now means everything and nothing. The work behind it, however, is precise and high-stakes: rethinking how the organisation creates value, replatforming the technology that underpins it, redesigning the operating model around it, and bringing the workforce with you. This programme is built for the senior leader expected to own that work.

Across five focused days, you will move from buzzwords to a working strategy. You will study the patterns behind successful transformations and the patterns behind the failures, examine the operating-model and culture shifts that determine whether technology actually lands, and leave with a draft transformation plan for your own organisation. The week runs from diagnosis and digital maturity, through strategy design and the transformation portfolio, into operating-model redesign, then the human work of leading people through digital change, closing with a personal transformation roadmap.

What You Will Learn

- Define digital transformation in clear, organisation-specific terms.
- Diagnose your organisation's digital maturity against a structured baseline.
- Build a digital transformation strategy aligned to business strategy.
- Prioritise initiatives across a transformation portfolio.
- Design the operating-model changes that make digital initiatives stick.
- Lead the cultural and workforce dimensions of digital change.
- Govern transformation funding, scope, and risk at executive level.
- Communicate transformation progress credibly to boards and shareholders.

How You Will Benefit

You will leave with a structured approach to digital strategy, the vocabulary to lead it, and a Mars Certificate of Completion.

Your organisation will gain a leader who can convert digital ambition into a coherent, fundable, executable transformation programme — and who can tell the difference between real change and the appearance of it.



Who This Programme Is For

The programme is designed for chief executives and managing directors, chief operating officers and chief strategy officers, digital, transformation and innovation directors, vice presidents and general managers of business units, heads of function with digital agendas, senior public-sector executives leading modernisation programmes, board members overseeing transformation portfolios, and family-business principals leading generational modernisation. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.