

Digital Transformation Foundations



An Executive program crafted by
tryBusinessAgility

This one-day professional education will build skills needed as businesses transition to digital, requiring digital strategy and transformation experts. Modern technologies will profoundly impact operations and interfaces, and companies must rely on holistic digital professionals to lead this change with knowledge, tools, and future-thinking strategies.

Course Overview

In this course, participants will learn about the fundamentals of digital transformation, identify why platforms beat products and how you can make your business a platform. You will learn how to launch and grow a digital platform and identify how to leverage open innovation for your platform. This course also equips you with the knowledge to govern your strategy and evaluate your competition and provides you with a futuristic view of digital transformation across industries.

Course Learning Objectives

- Introduction to Digital Transformation
- Why Digital transformation?
- Five Domains of Digital Transformation
- Leadership & Innovation
- The 5-D Framework for Innovation
- From Products to Platforms, Network Effects
- Exponential Transformation
- Strategy and Competition in the Digital Age

Who Should Attend



The course is suitable for people who are currently leading Digital Transformation. This course is also suitable for Executive, Product Managers, Program Managers and Mid-level Managers that are involved in Digital Transformation initiatives .

Course Learning Outcomes

- Identify Different Business Models
- Explore why Platform Beats Products
- Learn how to grow a digital platform and identify how to leverage open innovation for your platform.

Professional Education Certification

All participants completing the Foundations of Digital Transformation course will receive a validation certification from tryBusinessAgility.

Why tryBusinessAgility

Since 2018, we have been helping companies prepare for the future. Our world-class curriculum is affordable and accessible to every individual. Our mission is to discover, preserve, and distribute knowledge and capabilities to enable the next generation of organizations to be capable and resilient.