CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

# STRATEGY, INNOVATION AND ORGANIZATIONAL DIGITAL TRANSFORMATION

**Delivered in several cities and dates**

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School High Performance Education

*Higher Institute of Law and Business (ISDE)*

Professional Development Institute

*Professional Development Institute*

Universidad Camilo José Cela

*Camilo José Cela University*

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

# STRATEGY, INNOVATION AND ORGANIZATIONAL DIGITAL TRANSFORMATION

## About the programme:

This programme connects strategic planning and implementation with innovation and organisational digital transformation, examining how strategic direction is translated into organisational change.

## Objectives:

**Developing participants' skills, knowledge, values and professional approaches in:**

**a.** Understand Strategic Planning and Implementation:

**b.** Learn the fundamentals of strategic planning and its importance.

**c.** Understand how to implement and monitor strategic plans effectively.

**d.** Foster Innovation within Organizations:

**e.** Explore techniques and methodologies to encourage innovation.

**f.** Learn how to create an innovative culture within an organization.

**g.** Navigate Organizational Digital Transformation:

**h.** Understand the principles and processes of digital transformation.

**i.** Learn how to leverage digital tools and technologies to enhance organizational performance.

**j.** Integrate Strategy, Innovation, and Digital Transformation:

**k.** Learn how to align strategic planning with innovation and digital transformation efforts.

**l.** Develop skills to manage change and drive sustainable growth in the digital age.

## Target audience:

**a.** Business executives and managers.

**b.** Innovation officers and strategists.

**c.** Digital transformation leaders and IT managers.

**d.** Project and operations managers.

**e.** Training Course Schedule:

## Daily programme:

**• Day 1: Strategic Planning and Implementation**

**a.** Session 1: Introduction to Strategic Planning

**b.** Definition and importance of strategic planning.

**c.** Key components of a strategic plan.

**d.** Session 2: Strategic Analysis and Formulation

**e.** SWOT analysis and PEST analysis.

**f.** Setting strategic objectives and goals.

**g.** Session 3: Implementing Strategic Plans

**h.** Developing action plans and resource allocation.

**i.** Monitoring and evaluating strategic plans.

**j.** Session 4: Case Studies and Practical Exercises

**k.** Real-world examples of strategic planning.

**l.** Group exercises to practice strategic planning skills.

**• Day 2: Fostering Innovation within Organizations**

**a.** Session 1: Understanding Innovation

**b.** Definition and types of innovation.

**c.** The role of innovation in business success.

**d.** Session 2: Techniques for Encouraging Innovation

**e.** Brainstorming and creative thinking techniques.

**f.** Design thinking and agile methodologies.

**g.** Session 3: Building an Innovative Culture

**h.** Leadership and organizational support for innovation.

**i.** Creating a supportive environment for innovative ideas.

**j.** Session 4: Innovation in Action

**k.** Case studies of successful innovation.

**l.** Practical exercises to foster innovation.

**• Day 3: Navigating Organizational Digital Transformation**

**a.** Session 1: Introduction to Digital Transformation

**b.** Definition and scope of digital transformation.

**c.** The importance of digital transformation in modern businesses.

**d.** Session 2: Digital Tools and Technologies

**e.** Overview of key digital tools and technologies.

**f.** Selecting the right technologies for your organization.

**g.** Session 3: Implementing Digital Transformation

**h.** Steps and strategies for implementing digital transformation.

**i.** Overcoming challenges and resistance to change.

**j.** Session 4: Case Studies and Practical Exercises

**k.** Examples of successful digital transformation.

**l.** Group exercises to apply digital transformation concepts.

**• Day 4: Integrating Strategy, Innovation, and Digital Transformation**

**a.** Session 1: Aligning Strategic Planning with Innovation

**b.** How to incorporate innovation into strategic planning.

**c.** Ensuring alignment between strategy and innovation efforts.

**d.** Session 2: Integrating Digital Transformation into Strategic Planning

**e.** Incorporating digital transformation initiatives into strategic plans.

**f.** Aligning digital transformation with organizational goals.

**g.** Session 3: Managing Change and Driving Growth

**h.** Change management principles and practices.

**i.** Strategies for driving sustainable growth in the digital age.

**j.** Session 4: Case Studies and Practical Exercises

**k.** Real-world examples of integrated strategy, innovation, and digital transformation.

**l.** Group exercises to practice integration skills.

**• Day 5: Review and Evaluation**

**a.** Session 1: Review of Key Concepts

**b.** Recap of strategic planning, innovation, and digital transformation.

**c.** Discussion of key takeaways from the course.

**d.** Session 2: Final Assessment and Evaluation

**e.** Practical assessment to evaluate understanding and skills.

**f.** Group discussions and feedback.

**g.** Session 3: Developing Action Plans

**h.** Participants create action plans for applying course concepts to their organizations.

**i.** Group presentations and feedback.

**j.** Session 4: Closing and Certification

**k.** Summary and closing remarks.

**l.** Distribution of certificates to participants.

## Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

- **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.
- **Case studies:** examples from international organisations that highlight real successes and challenges.

· **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring decisions and situation management.

· **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

**Certificates:**

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

- **Camilo José Cela University - Spain**
- **ISDE - Law & Business School - International**
- **Professional Development Institute - United Kingdom**

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with international best practice.

Kind regards,
International Programmes Department
**"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING**

# Course details and registration

Course Details | Registration

| | | |
|---|---|---|
| **Programme** | **STRATEGY, INNOVATION AND ORGANIZATIONAL DIGITAL TRANSFORMATION** | Course Title |
| **Language** | **English** | Course Language |
| **Duration** | **5 days** | Duration |
| **Venue** | **Several cities and dates – see the table below** | Venue |
| **Financial offer** | **Sent separately, according to the number of participants and the delivery conditions.** | Financial Offer |

## Registration and confirmation:

**To register, please use one of the following:**

**a.** Complete the programme request form on our website.

**b.** Or send an email from your training department.

**c.** Or a nomination letter from your organisation.

**Send your confirmation by:**

| | |
|---|---|
| **Email** | info@cinpaa.org |
| **WhatsApp** | +34 635 867 686 |

Our team is ready to advise on accommodation and logistics before and during your stay.

## Planned programme dates:

| City | Dates |
|---|---|
| London, United Kingdom | 30 Nov - 04 Dec 2026 |
| London, United Kingdom | 04 - 08 Jan 2027 |
| Cairo, Egypt | 05 - 09 Apr 2027 |
| Madrid, Spain | 13 - 17 Sep 2027 |
| Barcelona, Spain | 04 - 08 Oct 2027 |

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

## Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

| | | | |
|---|---|---|---|
| **Albania**<br>Tirana, Saranda | **Australia**<br>Sydney | **Austria**<br>Vienna, Hallstatt, Salzburg / Zell am See | **Azerbaijan**<br>Baku |
| **Bahrain**<br>Manama | **Belgium**<br>Brussels, Bruges | **Bosnia and Herzegovina**<br>Sarajevo | **Canada**<br>Toronto, Montreal |
| **China**<br>Hong Kong, Shanghai, Beijing, Guangzhou | **Croatia**<br>Dubrovnik | **Cyprus**<br>Nicosia, Limassol, Larnaca | **Czech Republic**<br>Prague |
| **Egypt**<br>Cairo, Sharm El Sheikh, Alexandria, Hurghada | **France**<br>Paris | **Georgia**<br>Tbilisi, Batumi | **Germany**<br>Munich, Berlin, Düsseldorf, Frankfurt |
| **Greece**<br>Athens, Rhodes | **Hungary**<br>Budapest | **Indonesia**<br>Bali, Jakarta | **Ireland**<br>Dublin |
| **Italy**<br>Rome, Florence, Milan, Venice, Como | **Japan**<br>Tokyo | **Jordan**<br>Amman, Aqaba | **Kuwait**<br>Kuwait City |
| **Malaysia**<br>Kuala Lumpur | **Maldives**<br>Maldives | **Mauritius**<br>Mauritius | **Montenegro**<br>Budva, Kotor |
| **Morocco**<br>Casablanca, Marrakech, Tangier, Rabat | **Netherlands**<br>Amsterdam | **Oman**<br>Muscat, Salalah | **Philippines**<br>Manila |
| **Poland**<br>Krakow, Warsaw | **Portugal**<br>Lisbon, Porto | **Qatar**<br>Doha | **Russia**<br>Moscow |
| **Saudi Arabia**<br>Riyadh, Jeddah, Dammam | **Serbia**<br>Belgrade | **Slovenia**<br>Ljubljana | **South Korea**<br>Seoul |
| **Spain**<br>Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao | **Switzerland**<br>Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano | **Thailand**<br>Bangkok, Phuket | **Tunisia**<br>Tunis |
| **Turkey**<br>Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay) | **United Arab Emirates**<br>Dubai, Abu Dhabi | **United Kingdom**<br>London, Edinburgh, Manchester, Birmingham | **United States**<br>Miami, New York, Los Angeles, Washington |