E-conomy Leaders

Digital Transformation Leader
Training Program

DAY 1 (26.02.2024, 9.00 a.m. – 16.00 p.m.)	
Introduction to training	
Course aims and schedule	
Introduction to digital transformation	1h
Introduction to design thinking framework	
Presentation of the business context – case study "Company story"	
Empathize phase: Understanding Stakeholders Perspectives in Digital Transformation	
Identyfiying the business needs and stakeholders	
Generating interview questions, planning research and conducting interviews	2h
Developing customer profile	
Define phase: Figuring out the problem (with Pizza 😊)	
"How Might We…" Questions generation	1h
Final definition of the challenge	
Ideate phase: Generating ideas	
Designing a value proposition for a digital transformation solution - Value Map	
Developing Value Proposition Canvas	3h
Analyzing the impact of the proposed solution on the organization's business model	
DAY2 (27.02.2024, 9.00 a.m. – 14.00 p.m.)	
Prototype phase: Creation and experimentation	
Developing a vision for the solution	3h
Prototyping session	
Test phase: Refining the solution	
Elevator Pitch – presentations & collection of feedback	2h
Total:	12h