KOENIG SOLUTIONS · COURSE OUTLINE

# Certified Digital Transformation Officer (PECB)

Learn to lead digital transformation initiatives, from strategy and technology adoption to change management and performance measurement.

**15**
MODULES

**39**
TOPICS

## COURSE OVERVIEW

This course covers the fundamentals of digital transformation and the role of a Digital Transformation Officer, including key technological trends and their business impact. It addresses building a digital transformation strategy, leading change and cross-functional teams, and using data-driven decision making to guide initiatives. The course also covers technology adoption and integration, customer-centric approaches, operational efficiency, risk and security management, and measuring transformation progress. It closes with case studies, future trends and career development in digital transformation.

## WHO THIS COURSE IS FOR

- **Digital Transformation Officers**
- **IT Managers**
- **Business Strategy Managers**
- **Change Management Leads**
- **Project Managers**
- **Innovation Managers**

## LEARNING OBJECTIVES

- Explain the role and responsibilities of a Digital Transformation Officer
- Identify technological trends and their impact on businesses
- Develop a digital transformation strategy with clear objectives and KPIs
- Apply leadership and change management techniques across teams
- Analyse data to support governance, privacy and security decisions
- Evaluate technology adoption, vendor partnerships and system integration
- Assess risk, cybersecurity and compliance in digital initiatives
- Interpret performance metrics to adjust transformation strategies

COURSE SYLLABUS

# 15 Modules, 39 Topics

01

## Introduction to Digital Transformation

TOPICS

- Understanding Digital Transformation
- Role and Importance of a Digital Transformation Officer

02

## Key Concepts of Digital Transformation

TOPICS

Technological Trends and Disruptions · Impact of Digitalization on Businesses

03

## Responsibilities of a Digital Transformation Officer

TOPICS

- Defining and Communicating Digital Strategy
- Identifying Opportunities for Innovation
- Overseeing Technology Adoption
- Managing Change and Cultural Shifts
- Aligning Business Goals with Digital Initiatives

04

## Building a Digital Transformation Strategy

TOPICS

Assessing Current State and Needs · Setting Clear Objectives and KPIs · Identifying Target Technologies and Tools · Prioritizing Initiatives

05

## Leadership and Change Management

TOPICS

Leading Cross-Functional Teams · Fostering a Culture of Innovation · Managing Resistance to Change · Effective Communication Strategies

06

## Data-Driven Decision Making

TOPICS

Leveraging Data Analytics for Insights · Implementing Data Governance and Privacy · Ensuring Data Security

07

## Technology Adoption and Integration

TOPICS

Selecting Appropriate Technologies · Evaluating Vendor Partnerships · Integrating Systems and Applications

08

## Customer-Centric Approaches

TOPICS

- Enhancing Customer Experience through Digital Channels
- Using Data to Understand Customer Needs
- Implementing Personalization Strategies

09

## Operational Efficiency and Agility

TOPICS

- Streamlining Processes with Automation
- Agile Project Management in Digital Transformation

10

## Risk Management and Security

TOPICS

Identifying and Mitigating Digital Risks · Ensuring Cybersecurity and Compliance

11

## Measuring and Evaluating Transformation

TOPICS

Monitoring Progress and Performance Metrics · Adjusting Strategies Based on Feedback

12

## Case Studies in Digital Transformation

TOPICS

- Real-World Examples of Successful Digital Transformations

13

## Future Trends in Digital Transformation

**TOPICS**

Exploring Emerging Technologies · Anticipating Industry Disruptions

14

## Career Path and Skill Development

**TOPICS**

- Skills and Qualifications of a Digital Transformation Officer
- Building a Career in Digital Transformation

15

## Conclusion

**TOPICS**

- Recap of Key Takeaways
- Inspiring a Culture of Continuous Transformation

WHAT IS INCLUDED

## Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

## Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

## Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

### Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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