CONCEPT

Enterprise Digital Transformation Strategy, Roadmap and Implementation

1 – 5 August 2027
Jeddah - Corniche four-star



Enterprise Digital Transformation Strategy, Roadmap and Implementation

Ref: 1013_15816 **Date:** 1 – 5 August 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Technical depth: Practitioner · **Practical mode:** Case study

Introduction

Digital transformation programmes often begin as a collection of disconnected technology projects, each justified on its own and none tied to a clear target state. Budgets are committed, platforms are bought, and the enterprise still works in the old way. This Core Concept course gives transformation managers a structured method to translate strategy into capability gaps, prioritise a portfolio of initiatives and sequence them into an executable roadmap with governance attached. Participants apply each tool to cross-sector cases and leave with an Enterprise Digital Transformation Roadmap for their own organisation.

Course Objectives

- Define a digital vision and target operating model that link business strategy to required capabilities
- Map current and target capabilities using TOGAF capability-based planning and ArchiMate views
- Prioritise transformation initiatives with weighted scoring, dependency analysis and Three Horizons balance
- Sequence initiatives into transition architectures and a wave-based roadmap with funding gates
- Establish transformation governance, OKRs and benefits tracking aligned to ISO/IEC 38500 and COBIT
- Produce an Enterprise Digital Transformation Roadmap ready for executive approval

Target Audience

- Transformation and strategy managers responsible for enterprise change portfolios
- Enterprise and business architects who translate strategy into target states
- IT and digital managers accountable for platform and application change
- Portfolio and PMO analysts coordinating transformation initiatives
- Business analysts and process specialists supporting the adoption of new digital operating models

Course Outline

Day 1: Transformation Context and Starting Position

- Digital Disruption Drivers and Business Model Canvas Review
- Ambition Levels: Digitisation, Digitalisation and Digital Transformation
- Current Operating Model Diagnosis with the Operating Model Canvas
- Business Capability Map Baseline and Heat Mapping
- Technology Estate Inventory and Technical Debt Review

Day 2: Architecture and Strategy Frameworks

- TOGAF Standard 10th Edition Architecture Development Method Overview
- Capability-Based Planning and Target Operating Model Design
- ArchiMate 4 Strategy and Implementation and Migration Views
- McKinsey Three Horizons for Balancing the Initiative Portfolio
- Wardley Mapping for Build, Buy and Partner Decisions

Day 3: Building the Roadmap

- Initiative Long List and Weighted Scoring Model
- Dependency Mapping with a Design Structure Matrix
- Transition Architectures and Migration Planning in TOGAF Phases E and F
- Now-Next-Later Roadmap Layout and Wave Planning
- Funding Gates and Business Case Checkpoints per Wave

Day 4: Implementation Governance, Risk and Adoption

- ISO/IEC 38500 Evaluate-Direct-Monitor Model for Digital Governance
- COBIT Design Factors for Transformation Governance
- SAFe Lean Portfolio Management and Participatory Budgeting
- OKR Cascade and Benefits Tracking Dashboard
- Transformation Risk Register and ADKAR Adoption Checkpoints

Day 5: Case Work and the Transformation Roadmap

- Retail Bank Case Study: Capability Gaps and Roadmap Sequencing
- Public Utility Case Study: Governance Reset for Stalled Delivery
- Own-Organisation Capability Gap and Initiative Scoring Build
- Enterprise Digital Transformation Roadmap Drafting
- Steering Committee Review and Roadmap Defence

Skills You Will Gain

- Capability-Based Planning
- Target Operating Model Design
- Initiative Prioritisation
- Roadmap Sequencing
- Digital Governance
- Benefits Tracking
- Architecture Modelling
- Transformation Risk Management

Why Attend This Course

- Return with an Enterprise Digital Transformation Roadmap for your organisation, already challenged by a steering committee panel
- Replace a list of disconnected technology projects with a sequenced portfolio tied to business capabilities
- Explain to executives what each wave delivers, what it costs and what it depends on
- Learn from peers in banking, utilities, government and industry who face similar transformation choices

Conclusion

Enterprise transformation succeeds when every initiative has a place in a coherent sequence and a clear line back to strategy. This course moves from diagnosing the current operating model, through the architecture and strategy frameworks that define a target state, to building, governing and adapting the roadmap as delivery proceeds. The final day turns that work into an Enterprise Digital Transformation Roadmap that participants take back to their executive sponsors, with a defensible logic for what comes first and why.