



Digital Leadership Training Course: Digital Mindset, Teams and Culture

22 – 26 March 2027

Barcelona - Eixample district four-star



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Ref: 1312_22424 **Date:** 22 – 26 March 2027 **Location:** Barcelona - Eixample district four-star **Fees:** 23500 SAR

Introduction:

Digital leadership training course on digital mindset, teams and culture is a five-day course for managers who sponsor digital change and lead digital teams, ending with a Digital Leadership Action Plan and Team Culture Roadmap for a case department. Many organisations buy digital tools yet keep old management habits, so teams stall, data goes unused and staff distrust new ways of working. Nominees already manage people and approve priorities, and the course is taught through case studies drawn from several sectors. CoreConcept Training Center delivers this course on digital leadership.

Course Objectives:

- Explain how leadership responsibilities shift when customers, work and teams become digital, and reposition the unit's leadership role accordingly
- Apply digital literacy and a data-informed decision cycle to judge proposals, dashboards and experiment results without relying on specialists alone
- Lead cross-functional, hybrid and distributed digital teams with agile leadership behaviours, clear decision rights and disciplined digital communication
- Sponsor digital initiatives and experiments with hypotheses, success criteria and timely decisions to continue, adjust or stop them
- Build a team culture of psychological safety and learning, and respond to resistance against new digital tools and routines
- Set ethical and trust boundaries for data, AI and automation use, and produce a Digital Leadership Action Plan and Team Culture Roadmap for a case department

Target Audience:

- Department and unit managers accountable for adopting digital services and new ways of working in their area
 - Managers who sponsor digital initiatives and approve experiments, priorities and resources for product or project teams
 - Leaders of cross-functional, hybrid or distributed teams that deliver digital services
 - Functional managers in operations, customer service, finance and human resources whose processes are being digitised
 - Business partner and transformation managers who coach line leaders through digital ways of working
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Course Outline:

Day 1: What Changes for Leaders in the Digital Age

- Digital Leadership Definitions Versus Conventional Management Practice
- Digital Disruption Signals Affecting Customers, Work and Talent
- Leader Role Shift From Controller to Enabler and Coach
- Digital Mindset Traits of Curiosity, Experimentation and Data Comfort
- Personal Digital Leadership Self-Assessment and Baseline Profile

Day 2: Digital Literacy and Data-Informed Decision Making

- Digital Literacy Essentials for Leaders Without Technical Backgrounds
- Platform, Cloud and Automation Concepts Explained for Decision Makers
- Data-Informed Decision Cycle From Question to Evidence to Action
- Dashboard Reading, Metric Pitfalls and Cognitive Bias Checks
- Hypothesis Framing and Test-and-Learn Decision Rules

Day 3: Leading Digital Teams and Agile Ways of Working

- Cross-Functional Product Team Design and Decision Rights Charter
- Agile Leadership Behaviours for Short Delivery Cycles and Reviews
- Backlog Prioritisation Conversations Between Sponsors and Product Owners
- Hybrid and Distributed Team Rhythms, Rituals and Collaboration Norms
- Digital Communication Channels, Virtual Presence and Message Clarity

Day 4: Digital Culture, Resistance, AI and Ethics

- Psychological Safety Practices That Encourage Experimentation and Learning
- Digital Culture Diagnosis Using Behaviours, Symbols and Routines
- Resistance Patterns Toward New Digital Tools and Leader Responses
- AI and Automation in Daily Work With Human Oversight
- Digital Ethics, Data Privacy and Trust Decisions for Leaders

Day 5: Case Study: Digital Leadership Action Plan and Team Culture Roadmap

- Case Department Briefing and Digital Leadership Gap Analysis
 - Digital Initiative Sponsorship Charter With Experiment Success Criteria
 - Team Culture Roadmap With Behaviour Targets and Rituals
 - Stakeholder Communication Plan for Digital Initiatives in the Case
 - Digital Leadership Action Plan Completion and Peer Challenge
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Skills You Will Gain:

- Digital Leadership Mindset
- Data-Informed Decision Making
- Agile Team Leadership
- Experiment Sponsorship
- Digital Culture Building
- Virtual Communication Presence
- Human Oversight of AI
- Digital Ethics and Trust

Why Attend This Course:

- Deliver a Digital Leadership Action Plan and Team Culture Roadmap to the department head or executive sponsor who oversees digital change in the unit
- Decide which digital experiments to continue, adjust or stop on evidence rather than opinion or seniority
- Avoid stalled adoption, disengaged distributed teams and trust failures caused by unclear rules for data and AI use
- Share digital leadership routines, team rituals and decision checklists with fellow managers and team leads

Conclusion:

Back at work, the participant hands the department head or executive sponsor a Digital Leadership Action Plan and Team Culture Roadmap that sets out leadership behaviour targets, team rituals, experiment sponsorship rules and boundaries for data and AI use. The sponsor uses it to decide which digital initiatives the unit backs next, how distributed teams will collaborate and where managers need coaching. After its first quarter of use, the unit should review experiment decisions, team engagement signals and any trust concerns raised by staff or customers.

Frequently Asked Questions FAQ:

What should participants know before a digital leadership course on mindset, teams and culture?

Participants should already manage a team or sponsor initiatives and be familiar with the digital services their unit uses. No technical background is needed. Bringing a current digital initiative or team challenge from their own organisation helps them apply the case work directly.

How does a digital leadership course differ from a digital transformation strategy or change management course?

It concentrates on leader behaviour: mindset, data-informed decisions, team practices, culture and ethics. Strategy courses build enterprise roadmaps and target operating models, and change management courses apply formal change models to individual initiatives. Here the focus is how a manager leads people day to day.

Why does digital leadership depend more on team culture than on technology choices?

Digital tools only deliver value when people use them, share data and test new ideas. A culture of psychological safety, learning and open collaboration lets teams experiment and raise problems early, while technology alone leaves old habits and decision patterns unchanged.

What do participants take back from a digital leadership course on mindset, teams and culture?

Participants take back a Digital Leadership Action Plan and Team Culture Roadmap for a case department, with a leadership gap analysis, an experiment sponsorship charter, team rituals and behaviour targets, and a stakeholder communication plan they can adapt to their own unit.
