CONCEPT

Digital Maturity Assessment and Benchmarking Using Maturity Models

5 – 9 April 2027
Dubai - Five-star CBD venue



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Ref: 1073_4950 **Date:** 5 – 9 April 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

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

Introduction

Leadership teams are regularly asked how digitally mature their organisation is, and most answer with opinions, vendor surveys or a single index ranking. Without a consistent assessment method, investment goes to the loudest request rather than the largest capability gap. This Core Concept course teaches managers to select or adapt a digital maturity model, gather reliable evidence, score it consistently and benchmark the results against peers and international indices. Using cross-sector case material, participants produce a Digital Maturity Assessment and Benchmarking Report for their own organisation.

Course Objectives

- Select a digital maturity model suited to the organisation's sector and purpose, comparing the TM Forum Digital Maturity Model, SIRI and public-sector indices
- Design an assessment instrument with dimensions, level descriptors and evidence rules based on ISO/IEC 33020 measurement principles
- Collect and validate assessment evidence through surveys, interviews and system data
- Benchmark maturity scores internally and externally using sound normalisation and comparison methods
- Interpret gaps and translate them into prioritised recommendations and target maturity levels
- Produce a Digital Maturity Assessment and Benchmarking Report ready for leadership review

Target Audience

- Digital transformation and strategy managers responsible for measuring progress
- Enterprise architecture and IT planning managers assessing organisational capability
- Performance and excellence managers running benchmarking and self-assessment programmes
- Business unit managers accountable for digital adoption in their areas
- Internal consultants and quality managers advising leadership on capability improvement

Course Outline

Day 1: Digital Maturity Concepts and Assessment Purpose

- Digital Maturity Versus Digital Adoption: Definitions and Measures
- Assessment Purpose Statement: Diagnostic, Benchmark or Progress Tracking
- Maturity Dimensions: Strategy, Customer, Operations, Technology, Data and Culture
- Staged Versus Continuous Maturity Scales in CMMI
- Rapid Self-Assessment Pulse Survey and Initial Baseline

Day 2: Maturity Models and International Indices

- TM Forum Digital Maturity Model Dimensions and Sub-Dimensions
- Smart Industry Readiness Index for Operations-Intensive Organisations
- OECD Digital Government Index and UN E-Government Development Index
- COBIT 2019 Capability Levels for Digital and IT Processes
- EFQM Model and ISO 9004 Self-Assessment Approaches

Day 3: Designing and Running the Assessment

- Level Descriptor Writing and Evidence Rules under ISO/IEC 33020
- Survey Instrument Design, Likert Scales and Sampling Plan
- Stakeholder Interviews and Artefact Evidence Collection
- Scoring Calibration Workshop and Inter-Rater Agreement
- Maturity Profile Visualisation: Radar Charts and Heat Maps

Day 4: Benchmarking, Bias and Interpretation

- Internal Benchmarking Across Business Units and Functions
- External Benchmarking with APQC Open Standards Benchmarking Measures
- Normalisation, Weighting and Composite Index Construction
- Self-Assessment Bias, Score Inflation and Gaming Risks
- Gap-to-Value Prioritisation and Target Maturity Setting

Day 5: Case Work and the Assessment Report

- Telecommunications Operator Case Study: TM Forum Model Scoring
- Municipal Services Case Study: Benchmarking Against Peer Administrations
- Own-Organisation Maturity Scoring Build
- Digital Maturity Assessment and Benchmarking Report Drafting
- Leadership Briefing Panel and Findings Defence

Skills You Will Gain

- Maturity Model Selection
- Assessment Instrument Design
- Evidence Validation
- Benchmarking Analysis
- Composite Index Construction
- Survey Design
- Capability Gap Prioritisation
- Executive Findings Reporting

Why Attend This Course

- Return with a Digital Maturity Assessment and Benchmarking Report for your organisation, tested before a leadership panel
- Replace opinion-based claims of progress with scores backed by evidence and consistent rules
- Spot inflated self-assessments and misleading index comparisons before they influence investment
- Compare practice with managers from telecoms, government, manufacturing and services

Conclusion

Digital investment decisions improve when leaders know, with evidence, where capability is strong and where it is holding the organisation back. This course moves from defining the purpose and dimensions of an assessment, through the principal maturity models and indices, to designing instruments, scoring consistently and benchmarking fairly. The final day applies the method to case material and to each participant's organisation, producing a Digital Maturity Assessment and Benchmarking Report that gives leadership a clear and defensible picture of where to act first.