

# DIGITAL TRANSFORMATION FOR SMES

CLPM-101

Duration: 2 day; Instructor-led | Virtual Instructor-led

## WHAT YOU WILL LEARN

This course is designed to provide Small and Medium Enterprises (SMEs) with an understanding of the digital transformation journey and its potential benefits. The course will explore the different ways that SMEs can leverage digital technologies to increase their competitiveness, streamline their processes, and improve their customer experience.

## AUDIENCE

People with managerial roles or decision-making ability.

## PREREQUISITES

- Develop a digital transformation roadmap which highlights the key initiatives, benefits, risks, challenges, and success metrics.
- Demonstrates an understanding of how different digital technologies can be applied and its importance to SMEs.
- Prepare a vendor evaluation matrix which includes the appropriateness and relevance of the criteria used to evaluate potential vendors.
- Manage digital transformation projects effectively, including the identification and management of project risks, and effective communication and collaboration.

## METHODOLOGY

- PowerPoint Presentation
- Interactive Group Activities
- Case Study
- Group Discussions
- Simulation

## COURSE OBJECTIVES

Upon completing the workshop, participant will be able to:

- Understand the concept of digital transformation and its importance for SMEs
- Explore the different digital technologies available for SMEs

- Identify the benefits of digital transformation for SMEs
- Develop a digital transformation roadmap for your SME
- Understand the key challenges and risks associated with digital transformation
- Learn how to manage digital transformation projects effectively
- Explore the role of leadership in driving digital transformation in SMEs
- Understand how to measure the success of digital transformation initiatives
- Learn how to evaluate whether to hire internally or outsource digital transformation projects
- Understand how to evaluate and select suitable vendors for digital transformation partnerships

## COURSE OUTLINE

### Module 1: Introduction to Digital Transformation

- Understanding digital transformation
- Digital transformation in SMEs
- The impact of digital transformation on business models
- Benefits of Digital Transformation for SMEs

### Module 2: Overview Of Key Digital Technologies For Smes

- Cloud computing
- Internet of Things (IoT)
- Artificial Intelligence (AI) and Machine Learning
- Big Data and Analytics

### Module 3: Developing a Digital Transformation Roadmap

- Assessing your current digital capabilities
- Setting goals and objectives
- Identifying digital initiatives
- Prioritizing and sequencing initiatives

### Module 4: Challenges And Risks Of Digital Transformation

- Resistance to change

- Integration with legacy systems
- Cybersecurity risks
- Regulatory and legal challenges

**Module 5: Selection of Partners for Digital Transformation Projects**

- Pros and cons and evaluation of hiring internally versus outsourcing
- Identifying and evaluating potential vendors capabilities
- Contract negotiations and vendor management

**Module 6: Managing Digital Transformation Projects**

- Project management methodologies for digital transformation
- Identifying and managing project risks
- Effective communication and collaboration

**Module 7: Leadership in Digital Transformation**

- The role of leadership in driving digital transformation
- Creating a digital culture
- Developing digital skills within the organization

**Module 8: Measuring the Success of Digital Transformation**

- Key performance indicators (KPIs) for digital transformation
- Measuring the ROI of digital transformation initiatives
- Continuous improvement and innovation