Leading Digital Change

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Leading Digital Change is a 5-day senior leadership course delivered by Mars Training Centre UK in London, Dubai, Vienna, Istanbul, and Kuala Lumpur, designed for directors and executives responsible for moving their organisations and their workforces through significant digital change.

Most digital programmes do not fail on the technology. They fail because the organisation does not adopt them, the workforce resists them, the operating model is not redesigned around them, or the senior team loses interest before they land. Leading digital change is therefore a leadership job first, a technology job second. This programme is built for the senior leader who has been asked to do exactly that.

Across five focused days, you will study the dynamics that determine whether digital change actually sticks. You will work through real transformation stories — the successes and the public failures — examine the practical work of sponsoring, communicating, and sustaining digital change, and leave with a tailored change plan for the work you lead. The week runs from why digital change is different, through building a credible sponsor narrative, into stakeholders, coalitions and resistance, then sustaining and embedding change after go-live, closing with a personal action plan.

What You Will Learn

- Diagnose your organisation's readiness for a specific digital change.
- Apply structured change frameworks to digital initiatives.
- Build a credible executive sponsor narrative for digital change.
- Identify and engage the stakeholders who will make or break the work.
- Communicate digital change honestly across the organisation.
- Manage the workforce, skills, and identity implications of digital change.
- Sustain momentum past the first wave of enthusiasm.
- Govern digital change programmes at executive and board level.

How You Will Benefit

You will leave with a sharpened toolkit for leading digital change, a personal sponsor narrative for the work you are running, and a Mars Certificate of Completion.

Your organisation will gain a leader whose digital programmes are more likely to land — and whose people are more likely to come with them.

Who This Programme Is For

The programme is designed for chief executives and managing directors, chief operating officers and chief transformation officers, directors of digital, transformation and change, vice presidents and general managers leading business units, heads of function sponsoring significant digital initiatives, senior public-sector executives leading modernisation, senior project, programme and transformation directors, and family-business principals overseeing modernisation. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.