



**PROFESSIONAL
TRAINING COURSES**
International Accreditation

BUSINESS TRANSFORMATION

Business transformation journey

Assess

Strategize / Plan

Design

Execute

Govern



Course Overview

The transformation journey from business model (strategy) to execution.

- Overview of transformation strategy, business model design, and innovation for reaching the targeted business & digital capabilities.
- The pressure to innovate is so high, that according to the CEO of Cisco Systems, 40% of today's businesses will fail in the next ten years, and only 30% of those attempting to transform themselves digitally will succeed.

Course Objective

Transformation enablement programmes are temporary structures used by organizations to lead investments in change. Multiple organizational objectives may be served by the investment. The scope of a transformation enablement programme often includes more than one objective.

Common objectives include:

1. Overall understanding the transformation journey.
2. Understanding the activities performed in each phase of the transformation journey.
3. Emphasis on the preparation and design for execution, the bridge between strategy and successfully executed transformation.

The course will empower organization through their program delegates to apply these skills practically in their business analysis as an effective Business Analyst, immediately reducing rework & cost, adding value and building effective relationships with project stakeholders.



Target audience

- **Software Professionals**

1. Delivery and Technical Managers
2. Product Managers,
3. Projects Managers and scrum masters.
4. Systems and Applications' Architects,
5. Design and Development Teams.
6. Testing, Support, Integration, and Quality Assurance

- **Management, Business Leaders & Entrepreneurs**

1. Business and Technology Operations Support.
2. Implementations professionals.
3. Director-Level and Executive Management
4. Enterprisers and Business Owners



- Overview on different transformation perspectives.
- In-depth understanding of value proposition in a digital marketplace
- Measuring and evaluating the strategy management for digital transformation.
- Developing Digital Business Models with Design Thinking and Lean Startup
- Designing an execution plan for Digital Transformation.
- Understand the digital maturity model and digital capabilities
- Understand how customer behavior can drive transformation.
- Identify the channels to increase the digital reach.
- ·Orchestration of large transformative change across enterprises.
- ·Seamlessly Integrating the physical and digital experience
- ·Agile Architectures Development and Governance



Delivery Modes



Online self-paced



Live Online Classroom



Physical Classroom



Lead Trainer : Angie Eissa, CBAP, CPRE, MSc BIT,
BCS BPM, BCS Strategy , TOGAF

- Head of BA Practice at BBL
- Assistant Lecturer Eslsca University – Post Graduate Studies – Master’s Degree
- LinkedIn Profile <https://www.linkedin.com/in/angieeissa/>

Our testimonials



Pierre Ammoun :

Was apprehensive about taking the course, it turned out to be an eye-opener!
Explanation by relevant examples with role-play were extremely helpful to understand the concepts. As for the scope of the course, the amount of details covered and how it can be applied in real scenarios is positively scaring! I Highly recommend this course.

Pierre Ammoun
CEO of PCS, Lebanon



Emad ElShorbagy :

The feedback from the attendees was more than perfect, also the organization of the whole process was flawless
FCA highly recommends BBL for their training services

Emad ElShorbagy
After-Sales Senior Manager





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