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COURSE BROCHURE

Advanced Mini MBA in Digital Change Adoption Leadership Training Course

17 – 28 May 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Advanced Mini MBA in Digital Change Adoption Leadership Training Course

Ref: 821_31195 **Date:** 17 – 28 May 2027 **Location:** Amsterdam **Fees:** 11100 GBP

Mini MBA in Digital Change Adoption Leadership is a 2-week advanced training course for senior managers who must move whole workforces onto new digital ways of working, and it produces a digital adoption leadership plan. New platforms only return value when people change how they work, and stalled uptake now erodes more investment than failed technology. Jupiter Prime Training runs this Mini MBA in Digital Change Adoption Leadership.

Why Digital Change Adoption Leadership Matters Now

Three forces shape this field today. Software now reaches staff in frequent releases rather than one large launch, so employees face a constant stream of new screens and habits. Hybrid workforces learn and resist in places a manager cannot see. Boards also ask for proof that digital spending changes behaviour, not just installs licences. Organisations that lead uptake well see faster returns and lower attrition; those that neglect it carry parallel manual processes and quiet workarounds for years. The course draws on COBIT 2019 for enterprise governance of information and technology and ITIL 4 for digital service management, alongside the ADKAR model of individual change.

Who Gains Most from Digital Change Adoption Leadership

- Leaders accountable for business units whose daily routines a new platform will reshape
- Heads of transformation offices who sequence releases and track uptake across functions
- Senior people and culture leaders who own skills, incentives and role redesign
- Technology executives who answer for whether delivered systems are actually used
- Operations directors who must keep service levels steady while staff switch tools

The greatest gain comes when a business sponsor, a people leader and a technology executive from the same organisation attend together and leave with one shared adoption story.

Digital Change Adoption Leadership Capabilities

Participants learn to treat employee uptake as a measured, led outcome rather than a hoped-for side effect of go-live.

- Assess readiness and resistance across affected groups — sponsors deciding launch sequence
- Design a sponsorship coalition and manager cascade — executive committees allocating leadership time
- Apply the ADKAR model to individual and team transitions — line managers coaching staff
- Build reinforcement through incentives, role design and recognition — people and culture leaders
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Specify uptake and proficiency indicators tied to benefits — finance and transformation offices
- Communicate a credible narrative of why the change is needed — the wider workforce

Key Digital Change Adoption Leadership Terms

- ADKAR — A model of individual change built on awareness, desire, knowledge, ability and reinforcement, used to diagnose where a person is stuck.
- Change Saturation — The point at which a group faces more simultaneous changes than it can absorb, so uptake of each one slows.
- Sponsorship Coalition — The visible group of senior leaders who model, fund and defend a change across organisational boundaries.
- Proficiency Curve — The path from first use of a new system to confident, unaided use at the expected speed and quality.
- Change Impact Assessment — A structured record of how each role, process and tool shifts, used to size support and training.
- Adoption Indicator — A measure, such as active usage or workaround volume, showing whether people genuinely work the new way.

Digital Change Adoption Leadership Day by Day

Day 1: The Human Side of Digital Strategy

- Digital Strategy Narratives — Linking Platform Choices To Workforce Experience
- Value Leakage From Low Uptake — Where Benefits Quietly Disappear
- Stakeholder Landscape Mapping — Who Gains, Who Loses, Who Decides
- Change Saturation Heatmaps — Pacing Overlapping Initiatives Across Functions
- Case Contrasts From Banking And Healthcare — Lessons From Stalled Rollouts

Day 2: Adaptive Leadership in Uncertain Change

- Adaptive Versus Technical Challenges — Choosing The Right Leadership Response
- Agile Leadership Behaviours — Empowering Teams During Frequent Releases
- Psychological Safety Practices — Surfacing Concerns Before They Become Resistance
- Leadership Shadow Reviews — Aligning Executive Behaviour With Stated Change
- Decision Rights Charters — Clarifying Who Resolves Adoption Conflicts

Day 3: Data-Driven Operating Models

- Target Operating Model Canvases — Redesigning Roles Around New Platforms
- Process And Role Redesign — Removing Legacy Steps People Cling To
- Data Literacy Ladders — Raising Confidence In Dashboards And Insight
- COBIT 2019 Governance Objectives — Assigning Accountability For Usage Outcomes
- ITIL 4 Value Streams — Connecting Service Changes To User Experience

Day 4: Diagnosing Readiness and Resistance

- Change Impact Assessment Matrices — Sizing Support By Role Group
- Readiness Surveys And Pulse Checks — Spotting Weak Areas Early
- Resistance Root Cause Analysis — Separating Fear, Habit And Valid Objection
- Persona And Journey Mapping — Seeing The Change Through Users' Eyes
- Readiness Scorecards — Go Or Delay Choices For Each Wave

Day 5: The ADKAR Model in Practice

- Awareness And Desire Levers — Building Personal Reasons To Change
- Knowledge And Ability Gaps — Targeting Training Where It Shifts Behaviour
- ADKAR Barrier Point Diagnosis — Locating Where Individuals Stall
- Manager Coaching Conversations — Equipping Supervisors To Support Teams
- Reinforcement Mechanisms — Sustaining New Habits After Go-Live

Day 6: Sponsorship and Change Networks

- Sponsor Roadmaps — Scheduling Visible Executive Actions Across Waves
- Change Champion Networks — Recruiting And Equipping Peer Advocates
- Manager Cascade Design — Passing Messages Through Every Leadership Layer
- Communication Channel Mix — Matching Message Type To Audience Need
- Feedback Loops From The Front Line — Adjusting Plans To Real Experience

Day 7: Skills, Incentives and Culture

- Digital Skills Gap Analysis — Prioritising Reskilling Investment By Role
- Learning In The Flow Of Work — Embedding Guidance Inside New Tools
- Incentive And Performance Alignment — Rewarding The New Way Of Working
- Cultural Artefact Audits — Spotting Rituals That Undermine Change
- Retail And Public Service Examples — Culture Shifts Behind Successful Uptake

Day 8: Measuring Uptake and Proficiency

- Adoption Indicator Frameworks — Choosing Leading And Lagging Measures
- Usage Analytics And Telemetry — Reading Real Behaviour In Platform Data
- Proficiency Curve Tracking — Judging When Support Can Step Back
- Workaround And Shadow Process Detection — Finding Hidden Non-Adoption
- Benefits Linkage Models — Connecting Uptake To Financial Outcomes

Day 9: Sustaining Change Through Release Cycles

- Continuous Release Readiness — Preparing Staff For Frequent Software Updates
- Change Portfolio Pacing — Protecting Groups From Saturation Over Time
- Hypercare And Stabilisation Planning — Managing The Weeks After Launch
- Lessons Learned Reviews — Feeding Insight Into The Next Wave
- Board Reporting On Adoption — Presenting Uptake Evidence To Directors

Day 10: Practising the Digital Adoption Leadership Plan

- Readiness And Impact Synthesis — Applying Day Four Diagnostics To A Case
- ADKAR Intervention Mapping — Matching Levers To Diagnosed Barrier Points
- Sponsor And Champion Commitments — Assigning Named Leadership Actions
- Indicator Dashboard Drafting — Setting Uptake Targets And Review Rhythm
- Digital Adoption Leadership Plan — Final Peer-Reviewed Plan For Executive Sign-Off

Applying Digital Change Adoption Leadership After the Course

- Run a change impact assessment and readiness pulse for one live platform rollout, then present the resulting heatmap to its sponsor.
- Set up an adoption indicator dashboard combining usage telemetry and workaround counts, and review it monthly with the change champion network.

Digital Change Adoption Leadership Questions FAQ

What is Digital Change Adoption Leadership and why does it matter now?

Digital Change Adoption Leadership is the discipline of guiding people to use new platforms confidently. It matters now because frequent software releases and hybrid work mean benefits depend on behaviour change, and boards increasingly ask for evidence that staff genuinely work the new way.

Which roles gain most from Digital Change Adoption Leadership?

Senior leaders who sponsor or absorb digital change gain most. That includes business unit heads, transformation office leads, people and culture directors, technology executives and operations directors who answer for whether a new system delivers its intended results.

How does Digital Change Adoption Leadership differ from a digital strategy course?

Digital Change Adoption Leadership focuses on people rather than platform selection. A strategy course decides which technologies to fund; this course concentrates on readiness, sponsorship, ADKAR diagnosis, skills, incentives and uptake measurement after those choices are made.

What do you bring back from Digital Change Adoption Leadership training?

You bring back a peer-reviewed plan for leading uptake of a real initiative. It covers impact and readiness findings, ADKAR interventions, named sponsor actions, a champion network and an indicator dashboard you can present to your executive team.

Digital Change Adoption Leadership: The Way Forward

The digital adoption leadership plan first informs the decision on which groups move in the opening wave and what support they receive. Sponsors, people leaders and transformation offices use it to coordinate action and report uptake. After its first use, the perspective worth revisiting is reinforcement: whether incentives and manager coaching are still sustaining new habits once the launch attention fades.