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COURSE BROCHURE

People and Culture in Digitalisation Training Course

14 – 18 November 2027
Doha

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Registered in the United Kingdom and Saudi Arabia

People and Culture in Digitalisation Training Course

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People and Culture in Digitalisation is a 1-week training course for HR, transformation and line leaders shaping how employees experience digital change, and it builds a Digital Culture Readiness Plan for one live initiative. New platforms, automation and hybrid working change daily habits faster than job descriptions, so the behavioural side now decides whether technology spend turns into new ways of working. Jupiter Prime Training offers this course on people and culture in digitalisation.

Why People and Culture in Digitalisation Matters Now

Three groups shape every digital initiative: employees who must learn unfamiliar tools, line managers who carry the emotional load of uncertainty, and executives who expect visible returns from platforms already bought. Reading sentiment early and letting managers model new habits gets tools used as intended. Neglect brings workarounds. The course rests on established change psychology, culture diagnostics such as the competing values approach, and behavioural design principles.

Who Gains Most from People and Culture in Digitalisation

- HR business partners translating digital initiatives into role and learning decisions
- Transformation and change leads who sequence the human side of system roll-outs
- Line managers who coach teams through new tools and altered routines
- Learning and talent specialists who map digital skills gaps and reskilling paths
- Internal communications leads who frame the story employees hear about change

A cross-functional team from one initiative gains most attending together.

People and Culture in Digitalisation Capabilities

Participants learn to read the human signals of a digital initiative and shape habits around it before go-live.

- Assess change readiness across teams with pulse surveys and focus groups — sponsors deciding launch sequencing
- Diagnose current and target culture traits that help or hinder digital habits — executive culture owners
- Design digital skills maps and reskilling paths for affected roles — HR and talent leads
- Apply behavioural nudges and manager rituals that anchor new ways of working — line managers
- Build adoption and sentiment metrics that show whether behaviour is changing — steering committees
- Communicate the people story of a digital initiative — employees and works councils

Key People and Culture in Digitalisation Terms

- Change readiness — the degree to which employees understand, accept and have capacity for a coming change before it lands.
- Digital dexterity — the willingness and ability of employees to use technology to work in new and better ways.
- Culture web — a model showing how stories, symbols, routines, power and structures sustain a culture.
- Behavioural nudge — a small change to choices or prompts that makes a desired behaviour easier without removing options.
- Change saturation — the point at which initiatives exceed a team's capacity to absorb new routines.
- Employee sentiment index — a repeated measure of how staff feel about a change, tracked over time against adoption data.

People and Culture in Digitalisation Day by Day

Day 1: The Human Landscape of Digital Change

- Digital Disruption Patterns Across Sectors — Where Roles and Routines Shift First
- Stakeholder Impact Mapping — Which Groups Lose, Gain or Change Most
- Change Saturation Heatmap — Pacing Overlapping Initiatives Across Business Units
- Psychological Contract Review — Expectations Employees Hold About Work and Technology
- Readiness Pulse Survey Design — Measuring Awareness, Capacity and Willingness Early

Day 2: Diagnosing Culture for Digital Working

- Culture Web Analysis — Stories, Symbols and Routines That Block New Habits
- Competing Values Profiling — Current Versus Target Culture for Digital Work
- Leadership Shadow Assessment — How Manager Behaviour Signals What Really Matters
- Psychological Safety Indicators — Whether Teams Experiment and Admit Errors
- Subculture Mapping — Divergent Norms Between Head Office, Field and IT

Day 3: Skills, Roles and New Ways of Working

- Digital Skills Taxonomy — Defining Proficiency Levels for Affected Role Families
- Role Redesign Canvas — Tasks Automated, Augmented or Newly Created
- Reskilling Pathway Design — Build, Borrow or Buy Choices for Capability
- Hybrid Collaboration Norms — Team Charters for Asynchronous and Remote Work
- Digital Champion Networks — Peer Support Structures That Spread Know-How

Day 4: Resistance, Behaviour and Adoption Metrics

- Resistance Root-Cause Interviews — Separating Fear, Fatigue and Legitimate Objection
- Behavioural Nudge Design — Defaults, Prompts and Social Proof in Tools
- Manager Coaching Rituals — Weekly Check-Ins That Reinforce New Routines
- Adoption and Proficiency Dashboards — Usage, Depth and Workaround Signals
- Employee Sentiment Index — Linking Feelings Data to Adoption Decisions

Day 5: Practising the Digital Culture Readiness Plan

- Readiness and Culture Findings Synthesis — Prioritising the Gaps That Matter Most
- People Story Narrative Drafting — Honest Messaging on Loss and Opportunity
- Reskilling and Role Change Roadmap — Sequencing Capability Moves by Wave
- Metrics and Feedback Loop Set-Up — Reviewing Behaviour Signals Each Month
- Digital Culture Readiness Plan — Peer Challenge and Sponsor Sign-Off Pitch

Applying People and Culture in Digitalisation After the Course

- Run a readiness pulse survey and two focus groups with one team facing a system change.
- Set up a monthly review pairing adoption dashboards with the employee sentiment index, agreeing one manager coaching ritual to reinforce the weakest habit.

People and Culture in Digitalisation Questions FAQ

What is people and culture in digitalisation and why does it matter now?

It is the discipline of shaping the habits, skills and norms that let digital tools deliver their intent. It matters now because platform investment is outpacing how quickly employees can change routines.

Which roles gain most from people and culture in digitalisation training?

HR business partners, transformation leads and line managers gain most. Learning and communications leads also benefit.

How does people and culture in digitalisation differ from a digital transformation strategy course?

It focuses on behaviour, culture and skills rather than technology choice or operating model design. A strategy course decides what to digitise; this subject decides how employees come to work differently once the tools arrive.

What do you bring back from people and culture in digitalisation training?

You bring back a readiness plan for one live initiative, with culture findings, a reskilling roadmap, a people narrative and a monthly behaviour metrics loop.

People and Culture in Digitalisation: The Way Forward

The Digital Culture Readiness Plan first informs the sponsor's decision on when and in what sequence teams go live. HR partners and line managers then use it to target coaching and reskilling where readiness is weakest. After the first wave, revisit the culture diagnosis, since the norms slowing early adopters often differ from those expected.